

the transformation and development of calligraphy education from the perspective of educational psychology in order to provide reference for calligraphy education.

Subjects and methods: In a number of schools in a city, 200 students of different grades learning calligraphy were randomly divided into the control group and the experimental group, the control group was only for normal education. The experimental group undertook calligraphy education under the consideration of educational psychology. There were no significant differences between the two groups in age, gender, calligraphy level, academic achievements, study habits and family education before the experiment.

Study design: The teaching of the experimental group mainly includes the following characteristics: (1) Arouse students' curiosity and motivate them to learn books under the guidance of calligraphy culture; (2) Taking campus culture as the orientation, creating a good learning environment and cultivating students' interest in learning books; (3) Take the opportunity of calligraphy education to tap the function of calligraphy education and teach students in accordance with their aptitude to publicize their individuality; (4) Taking anecdotes of calligraphy as resources, educating students in image perception and improving their consciousness in studying books; (5) Taking inheriting the tradition as the orientation, deepening the perception of book posts and strengthening the corresponding training of learning books; (6) Exemplifying calligraphers of past dynasties, practicing basic skills constantly and diligently, and cultivating a confident spirit; (7) Lay the foundation for students' lifelong development, deeply analyze students' creativity of artistic beauty, and focus on cultivating students with artistic aura, so that they can enter the palace of calligraphy art; (8) Take life experience as the basis to expand students' artistic vision and understand the mystery of "extra-word Kungfu". Inherit and develop the educational function of calligraphy culture.

Methods: The experimental time was set to 3 months. The questionnaire was distributed to the students and the satisfaction degree of the two groups was calculated. Using SPSS18.0 software statistical survey results.

Results: The satisfaction of the two groups of students is shown in Table 1. The experimental group of students, the teaching methods are satisfied or general, all satisfied with the students. In the control group, about a third of the students were not satisfied with the traditional teaching results, and only a quarter were satisfied.

Table 1. Satisfaction results of two groups of students.

	Dissatisfied	General	Satisfy
Experimental group	0	26	74
Control group	29	46	25

Conclusions: Calligraphy education, as an important part of quality education, plays an active role in improving students' writing level and promoting their all-round development. From the perspective of teaching psychology, this paper makes a deep study on the problems and countermeasures in calligraphy teaching, and makes an active exploration and experiment on the new modes and methods of calligraphy teaching. The aim of this paper is to sum up how to improve the effect of calligraphy teaching both in theory and practice, so as to improve the students' writing level, carry forward the traditional culture and promote the students' all-round development.

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THE INFLUENCE OF THE INNOVATION AND DEVELOPMENT OF LIBRARY AND INFORMATION WORK ON READERS' PSYCHOLOGY

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Background: In the information-based today, we can receive a lot of information in our daily work and life. According to statistics, more than 20,000 articles containing new knowledge are published every day, which imperceptibly adds a lot of pressure to the library. Library's daily work is mainly to discover and collect new information, and to store and process this information, in order to facilitate the use of future inquiries. Many libraries have reached the storage capacity of saturated state, there is not enough capacity to carry a large number of information. The establishment of digital library makes the information coverage

of library more and more wide. Because of the wide sources of information, users will waste a lot of time in retrieving information, and the efficiency is low, so readers are easily conflicted, which is not conducive to effective sharing. Therefore, it is of great significance to innovate and develop library and information work of university library. Information work is accompanied by the development of the text, for the dissemination of culture has made a very great contribution. With the development of society, the importance of information becomes more and more obvious. With the continuous updating of information, library and information work has been reformed. Therefore, librarians should constantly improve their professional skills, explore new ways of work, and integrate information resources scientifically and rationally, so as to enable users to have a better experience.

Objective: Under the background of current digital information, keeping pace with the times is the newest requirement for library and information work. With the change of readers' demands and the development of information technology, library and information work should not only meet the needs of the society, but also promote the development of the library. The innovative reform of library and information work can renew the concept of library's information management and strengthen its professional ability. The function of the library is not only to store books, but also to provide users with a quality experience. Therefore, the innovation of library and information work can improve the service quality of library and optimize the user experience.

Subjects and methods: Select 100 student readers and distribute questionnaires to them. The questionnaires mainly focus on the factors that affect the readers' psychology, including static environment and dynamic environment. Static environment refers to the library's architectural design and supporting facilities, often referred to as the scene, which should be designed to fully reflect the people-oriented, user-friendly, maximum to meet the reader's reading behavior needs and psychological needs. Dynamic environment is a dual environment that librarians construct for readers to obtain knowledge and humanistic care, and to meet the readers' reading behavior needs and psychological needs. The dynamic environment embodies the service concept and comprehensive quality of librarians, which is embodied in the image, language and behavior of librarians. At the same time, the interview method is used to select 50 readers, the interview time is controlled from 30 to 90 minutes. The interview contents include the attitude to the development of library and information work of university library, the present satisfaction to library and information work and whether it supports the innovation of library and information work of university library.

Results: Statistical readers support library and information innovation reform of the psychology, the results are shown in Table 1.

Table 1. Results of reader support.

Result	No support	It doesn't matter	Support	Strongly advise
Percentage of population	0	12	53	35

In the knowledge-based economy and networked information environment, readers are no longer simply access to documents, but how to extract problem-solving knowledge from the complex information environment. Knowledge service provides readers with convenient and fast services in various forms, and is favored by readers. Library provides information products of high quality, can fully and accurately meet the needs of readers, readers are willing to come to the library to enjoy this service.

Conclusions: Under the background of informationization, the library is no longer a simple information management department and collection department, it has become an informationized data processing center. Library and information work for users to provide information level has been more in-depth. In order to do their work well, the information workers must change their inherent thinking, have a more comprehensive understanding of the arrival of the information age, have a deeper understanding of the importance of information resources, and constantly improve their professional accomplishments and skills, so that they have a more perfect ability to deal with information. The development of society requires that information workers should always have the enthusiasm to learn, and update their work skills and knowledge to meet the needs of high-speed development of information. Staff to have an accurate and comprehensive understanding of their own weaknesses, and continue to strengthen. Readers of library have various needs, so librarians and information workers should have very strong information reserves. Librarians should strengthen their information consciousness, have accurate knowledge of social and economic development trends, and have the ability to integrate and study the collected information.

The essence of library and information work is to provide service for users. In order to promote the further development of library and information work, it is necessary to innovate the work of library and information constantly. At present, the paper media has already lost the original dominant position, the digital library rises gradually, and will soon become the future mainstream of the library. Many book publishers have found great space for digital libraries. They are building their own information libraries and

satisfying users' personalized needs so that they can serve themselves according to their needs and interests. Digital library can also provide customized information services for users. Users can not only customize the information they need, but also customize the interface and services. The information workers need to collect and store information in different forms, integrate and update these information reasonably, and set up a special information database according to different specialties and subjects, so as to facilitate the users to search and bring better experience to the library users.

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THINKING AND PRACTICE OF CARRYING OUT THE PROJECT OF CULTIVATING NEW TALENTS FOR MEDICAL STUDENTS IN HIGHER VOCATIONAL COLLEGES UNDER THE CONCEPT OF POSITIVE PSYCHOLOGY

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Background: In 1998, Seligman, a former president of the American Psychological Association, first proposed the concept of positive psychology and published a special issue in January 2000 in the *American Psychologist*. Seligman said positive psychology aims to help people discover and use their internal resources to improve their abilities and lives. In 1998, Seligman, a former president of the American Psychological Association, first proposed the concept of positive psychology and published a special issue in January 2000 in the *American Psychologist*. Seligman said positive psychology aims to help people discover and use their internal resources to improve their abilities and lives. Positive psychology differs from traditional psychology, which emphasizes the treatment and repair of defects and injuries of the individual and focuses on the individual's own research and training. Positive psychology advocates the concept of positive prevention, which prevents the formation of internal systems of abilities from individuals, groups and societies, rather than correcting defects. At present, the popularity of cloud classroom platform has become a new trend in mental health education in higher vocational colleges, and the most significant teaching method is classroom reversal, which can make the current mental health education more effective. Therefore, it has been recognized by the majority of educators, and has been widely used in practical education. It enables students and teachers to interact more with each other through the mobile Internet and Internet channels, thus more accurately solving the mental health problems of vocational students. Teachers in higher vocational colleges should pay attention to the effective change of the roles of teachers and students, respect students' leading position, cultivate students' sense of ownership and encourage students to be guided by their own subjective initiative. In this case, can liberate each student's individuality, can arouse individual's subjective initiative and can tap their learning potential. Before carrying out mental health education and higher vocational education, teachers must be fully prepared to understand the needs of students' personality development and explore the positive characteristics of students. Positive psychology can lay a solid and reliable theoretical foundation for mental health education. Teachers will improve and encourage students' social adaptability according to the difficulties and setbacks they may meet in the process of independent practice. Through active learning and practice, students can achieve personal growth and development, and really achieve and improve personal happiness and sound character.

Objective: As a new subject knowledge, positive psychology is well received by teachers in the process of education and learning, which reflects the new requirements, new standards and new contents of mental health education. Teachers in higher vocational colleges should attach importance to the basic contents and values of mental health education, and focus on the current situation of education and educational activities.

Subjects and methods: In order to arouse students' enthusiasm for participation, teachers must pay attention to students' psychological guidance to ensure students' good emotional experience and help students generate more positive emotions. Of particular importance is regular training and independent practice for students. Teachers must adopt practical teaching strategies and methods to develop students' good experience, positive psychological and emotional abilities, so as to enable them to successfully complete their personal social practice and to interact and communicate with others. This paper investigates and analyzes the three aspects: developing mental health education and practical activities, formulating scientific and reasonable goals of mental health education, and effectively cultivating college students' excellent quality.

Study design: Stratified cluster random sampling was used to investigate 600 medical students in different schools, genders and grades. Totally, 600 questionnaires were distributed, 584 were retrieved and

569 effective copies were obtained.

Methods: Using Excel statistics “positive psychology” under the concept of the implementation of higher vocational medical students mental training new project results.

Results: Higher vocational colleges should carry out the practice of mental health education in the principle of content orientation and various forms, and strive to build a more practical platform for students’ mental health. For a small number of students with psychological problems, we should take active measures to effectively intervene in order to improve their psychological adaptability. Cultivating the excellent quality of college students can not only help college students to set up strong self- confidence, but also set an example for them to improve their psychological state and form healthy and positive personality. The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. The Effect of carrying out the project of cultivating new talents for medical students in higher vocational colleges under the concept of positive psychology.

Factor	Mental health education and practical activities	Scientific and rational goal of mental health education	Cultivate excellent qualities of college students
Student	4	4	4

Conclusions: Positive psychology is the basis and premise of establishing health education model in higher vocational colleges. Through scientific application, we can change teaching concept and enhance teaching model. From the perspective of positive psychology, college and psychology teachers should be able to effectively promote the thinking and practice of the project by fully understanding positive psychology, setting up scientific positive psychology courses, optimizing the campus atmosphere and changing the way of teacher-student relationship.

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ON HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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Background: Nowadays, the management and development of human resources in enterprises has gradually become a topic of concern to psychologists and entrepreneurs. In an enterprise, the enthusiasm of employees has a great impact on the efficiency of work. More and more entrepreneurs and management psychology researchers have done profound research and discussion on this issue. Therefore, it is put forward that whether the management psychology plays an important role in human resource management and development from the perspective of management psychology. Management psychology is a discipline that regards the development of human psychology, behavioral phenomena and psychological process as the object of study, and it is a subordinate structure of industrial psychology. In modern management science, management psychology is defined as “people-oriented” model, the key is the “people-oriented” concept of the management model, which is different from other psychological disciplines. As a part of modern productive forces, management psychology is inseparable between socialized mass production and production technology, with the progress and innovation of science and technology. The bourgeoisie has put forward new management theories and methods, thus improving the interpersonal relationship caused by contradictions in the relations of production. Therefore, the emergence of management psychology plays a vital role in solving the contradictions between the parties of social relations of production. The emergence of this new management model theory has laid a theoretical foundation for psychology. Under certain conditions, in order to improve efficiency to arouse people’s enthusiasm, the quality of work is improved on the basis of improving structure and efficiency, and the development of management level is also improved through the improvement of work efficiency to achieve the final win-win effect. There are two main tasks of management psychology, one is to improve the work efficiency of enterprises and staff, the other is to train and train the staff psychologically. Only by grasping the individual’s psychological activities and their demands, can we make relevant policies and methods in management, so as to improve the efficiency of employees and productivity. Only by grasping and absorbing the subject knowledge, can we apply it to our

work, which has positive effect on improving our work enthusiasm and interpersonal relationship.

From the above, management psychology can solve the productivity problem of individual and team by adjusting interpersonal relationship and enhancing team cohesion. Through the exertion of the function of management psychology, the plan and arrangement of one's own life will be clearer, the psychological law in management will be grasped, the personnel of an organization will be reasonably and effectively allocated, the overall efficiency of an enterprise will be more efficient and quickly, and the meaning created by one will be embodied in the overall flow.

Objective: With the rapid development of the world economy, management psychology has not only made a great contribution to the field of psychology, but also played a great role in human resource management. Enterprise human resource management and development has become a topic of concern in various fields, which shows that management psychology plays a unique role in modern economic competition.

Subjects and methods: Under the background of management psychology, this paper studies the management and development of human resources from three aspects: the application of management psychology to talent selection, the application of talent in line with the post and the application of talent retention.

Study design: Questionnaires were distributed to 600 employees. All the three companies selected 200 employees to test. The questionnaire was required to be completed once for all. Each person filled in the questionnaire for about 20 to 30 minutes. A total of 600 issued, 587 recovered, the number of effective copies of 576.

Methods: Using Excel statistical management psychology in the development and application of human resources in enterprises.

Results: From the perspective of management psychology, by setting up different posts, enterprises can improve the overall quality of each employee in the team, and then enhance the overall image of enterprises. Through the psychological quality and physiological requirements of employees, strengthen communication with employees, in the actual work of the relevant content of training and learning, will further grasp the physical and mental quality of employees, and gradually adapt to the needs of the job, the space for personal development has played a positive role. Understand the real needs of employees and try to meet, staff loyalty to the enterprise and work enthusiasm will be increased, while staff will also meet the needs of enterprise development.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results are rounded to the average of 200 employees per company. The statistical table is shown in Table 1.

Table 1. Application of management psychology in human resources development in enterprises.

Factor	Talent selection	Qualified Personnel and Posts	Talent retention
Enterprise A	3	4	4
Enterprise B	4	3	3
Enterprise C	3	4	3

Conclusions: Through the study and discussion of the concept of management psychology and the role of management and development of human resources in enterprises, management psychology plays a vital role in the selection and employment of human resources. Especially in this era of fierce competition, enterprises should carry out more effective management of human resources development through various aspects, understand management psychology, and really apply it to human resources development of enterprises. Only by using management psychology to develop and cultivate talents, can enterprises have the power of progress.

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THEORETICAL AND PRACTICAL RESEARCH ON COLLEGE INTERVENTION IN INHERITING INTANGIBLE CULTURAL HERITAGE UNDER EDUCATIONAL

PSYCHOLOGY

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Background: Intangible cultural heritage is created by our ancestors in the process of survival and development with the relentless pursuit of ideals and beliefs, and through countless generations of conscious inheritance to survive to this day. It is the common spiritual home and spiritual world of the Chinese people, the link of national emotions, the spiritual nourishment of the existence and development of the Chinese nation for thousands of years, and the unique identity of the Chinese nation. Cultural self-confidence is a more basic, broader and deeper self-confidence of a nation and a country, and is a solid backing for safeguarding the cultural sovereignty of a country. A high level of cultural self-confidence needs full cultural backing, and cultural self-confidence without cultural backing can only be superficial and cannot withstand any wind and rain. As an important part of excellent traditional Chinese culture, NO Legacy is the key factor for the Chinese nation to maintain cultural competitiveness in its own cultural pattern, and it is our deepest soft power, which must be inherited and carried forward to strengthen the confidence of culture. Young students are not only the owners of cultural self-confidence, but also the practitioners of cultural self-confidence. They must enhance the confidence of culture and consciously assume the responsibility of safeguarding the national cultural sovereignty. Colleges and universities can rely on inheriting the unique advantages of non-legacy, let the unique charm and excellent quality of non-legacy into students' vision, infiltrate the bottom of students' hearts, integrate into students' veins, and make students emit the light of Chinese culture from the inside out. Talent cultivation is the primary function of colleges and universities, and moral cultivation is the fundamental of colleges and universities. Under the influence of the current "cultural marketization", pragmatism, cynicism and utilitarianism have swept over the culture of colleges and universities, which makes the culture of colleges and universities to some extent present a state of vulgarization, entertainment, assimilation, simplification and instrumentalization. Such a cultural situation is difficult to shoulder the responsibility of cultural education. Since ancient times, there has been a tradition of enlightenment in China, which has historically proved the inculcation and educating function of the excellent traditional Chinese culture. As an important part of excellent traditional Chinese culture, non-legacy works have been handed down to the present day through historical precipitation. They are vividly rooted in the people and contain the unique spiritual connotation, value concept, aesthetic concept, humanistic quality and moral norms of the Chinese nation. They are not only grounded, but also of profound educational value. They are excellent resources for colleges and universities to create a cultural and educational environment.

Objective: Intangible cultural heritage is the essence of national culture, is the country's major cultural assets. In recent years, under the great impetus of the country and the society, it has become a common understanding that colleges and universities shoulder the historical mission of inheriting non-legacy. However, the practical problem is that the effect of inheritance is not satisfactory, and some colleges and universities only carry out inheritance because of "following the fashion", "following the situation" and "going through the motions". In the final analysis, it is due to insufficient attention, insufficient understanding and ineffective measures taken by colleges and universities. Therefore, it is very important for colleges and universities to explore the significance of the times, clarify the main content of inheritance and explore the effective measures.

Subjects and methods: Taiping mud is a traditional folk articulate clay toy in Zhenjiang, which has profound cultural connotation and artistic value. However, like most of the non-legacy status quo, Taiping Mud is also in an endangered state, facing the problem of inheritance and development. This paper investigates and analyzes from three aspects: deepening theoretical research, providing inheritance guidance, setting up classroom teaching, setting up inheritance platform, blending in campus culture and creating inheritance atmosphere.

Study design: Stratified cluster random sampling method was used to investigate 400 students of different ages, genders and majors. 400 questionnaires were distributed, 387 were retrieved and 374 effective copies were obtained.

Methods: The effect of Taiping Mud, a non-material cultural heritage, is called by using Excel statistical educational psychology.

Results: The theoretical research should not only focus on the inheritance of universities, but also give full play to the function of universities to serve the society, so as to provide theoretical reference for the protection and inheritance of local non-legacy. Classroom teaching is the most effective platform for college students to pass on their knowledge and skills in a planned and organized way, which is conducive to improving the timeliness of inheritance. In order to let the non-legacy into students' hearts, colleges and universities can integrate the non-legacy into campus culture, let students feel the unique charm of the

non-legacy in a strong cultural atmosphere, arouse students' strong interest in the non-legacy, so as to generate a strong love and pride in the national culture of the motherland, and consciously assume the historical responsibility of inheriting the non-legacy. At the same time, it can help students to be influenced and influenced by advanced culture in the colorful campus culture, which is conducive to improving students' humanistic quality and moral sentiment, and truly realizing the goal of educating people with culture.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Effect of educational psychology on college intervention in inheriting intangible cultural heritage.

Factor	Deepening theoretical guidance	Offer classroom instruction	Create an atmosphere of inheritance
Student	4	4	4

Conclusions: Intangible cultural heritage is an important part of the excellent traditional Chinese culture. Carrying out intangible cultural heritage inheritance in colleges and universities is of great significance to the continuation of national "soul", the preservation of national "roots", the enhancement of cultural confidence, the maintenance of national cultural sovereignty, the implementation of moral cultivation and the improvement of the quality of education in colleges and universities. The intangible cultural heritage skills and intangible cultural heritage knowledge are the main contents of intangible cultural heritage inheritance in colleges and universities. The development of intangible cultural heritage inheritance in colleges and universities should be clearly defined, follow the principle of multi-channel and multi-path collaborative promotion. Inheritance is the soul of protection. The strength of inheritance not only determines the validity of non-legacy protection, but also determines the length of non-legacy life. Colleges and universities, as a learning institute of national culture, have five functions: training talents, scientific research, serving the society, cultural inheritance and innovation, and foreign exchange and cooperation. Understanding the time significance of the inheritance of non-legacy in colleges and universities is conducive to improving the importance of the inheritance of non-legacy in colleges and universities, clarifying the main contents of the inheritance of non-legacy in colleges and universities is conducive to strengthening the pertinence of the inheritance of non-legacy in colleges and universities, and exploring the powerful measures of the inheritance of non-legacy in colleges and universities is conducive to guiding practice. Only by improving the effectiveness of the inheritance of non-legacy in colleges and universities can we give full play to its value and charm.

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THE CULTIVATION OF CRAFTSMAN SPIRIT IN MODERN HIGHER VOCATIONAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Among the pre-Qin scholars, Zhuangzi's thought had a unique style. Zhuangzi, with its individualized expression, embodies its natural development and other educational ideas, has great enlightenment on modern education, especially the educational ideas contained in Zhuangzi. Health preserver, such as loving one's post and devoting oneself to one's work, persisting in one's work, striving for perfection, conforming to nature, etc. Modern higher vocational education in China undertakes the important task of cultivating high-quality technical and skilled talents for the society, and the cultivation of craftsman spirit is also its important mission. We should cultivate students with Zhu Hengyin spirit, have a responsible and dedicated attitude to the post work, and have a sense of mission to fear the occupation. We should teach students in accordance with their aptitude and educate them to respect their major and future work seriously and carefully. Education students to set up professional ideals, adhere to theoretical learning and practical training, starting from bit by bit, from now on, focus on heart, not disturbed by social noise, not by the temptation of fame and fortune, adhere to the dream, unremitting discipline, whether smooth sailing or hardship, cannot lose that perseverance and morale. As a modern higher vocational education in our country, we should cultivate students' respect and love for the study and future work of our majors. Since we have chosen a major and a career, we should love our posts and devote ourselves to our work. We should study hard and keep growing. We should not spend three days fishing and two days

fishing in the net. The vivid practice of “Great Power Craftsman” enlightens our country’s modern higher vocational education. Only by cultivating students to love their own jobs, be down-to-earth, diligent and conscientious, can they achieve something and expand the value of life.

Objective: Zhuangzi’s thought has a distinctive feature in the pre-Qin hundred schools of thought, especially the educational thought embodied in Zhuangzi. The educational thoughts of Zhuangzi · Health Preserver, such as loving one’s post and devoting oneself to one’s work, keeping improving and adapting to nature, are of great significance to the cultivation of modern higher vocational education and craftsman spirit in China.

Subjects and methods: Our country modern higher vocational education, regarding the student must cultivate the ingenuity, the forging skill, will achieve the future. In the cultivation of craftsman spirit of students, the most important is the cultivation of students’ professional skills. Therefore, many higher vocational colleges will put professional skills as the core of student learning.

Study design: Stratified cluster random sampling method was used to investigate 400 students of different ages, genders and majors. 400 questionnaires were distributed, 389 were retrieved and 378 effective copies were obtained.

Methods: Using Excel statistical educational psychology to examine the educational thought of Zhuangzi, the effect of cultivating the spirit of craftsmen in modern higher vocational education is studied.

Results: Through the strong support of national policies and the active efforts of the vocational and educational circles, the higher vocational students will become the craftsmen welcome in the community, so that craftsmen have a professional reputation, higher sense of gain and honor. China’s modern higher vocational education should carry forward the spirit of craftsmen, strengthen the cultivation of high-quality technical talents, and realize the transformation from made in China to made in China intellectually, from speed to quality and from products to brands.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Effect of Zhuangzi’s educational thought on cultivating the spirit of craftsmen in modern higher vocational education in the perspective of educational psychology.

Factor	Promote awareness	Organize activities	School-enterprise cooperation
Student	4	4	4

Conclusions: Chuang Tzu believed that when people come into the world, they should be born; when they leave the world, they pass away. So long as we are content with nature, sorrow and joy will not enter our hearts. Although human life is limited, but human beings should respect nature, know nature, explore, conform to the law of development, live in the moment, work hard, happy natural life. Summing up experience, transferring knowledge, harvesting achievement and happiness, realizing one’s own life value. This reflects Zhuangzi’s people-oriented values of life. As a modern higher vocational education in our country, we should take the students’ healthy development and happy life as the goal, the cultivation of human beings as the fundamental task, the promotion of practical ability as the key point, perfect the education mechanism of combining morality with skill and combining work with study, and cultivate high-quality and skilled talents with craftsman spirit. Students shall be guided to take the initiative to study, understand the industry, integrate into the profession, and not be disturbed by the ever-changing external complicated society. Insistence shall be made from the heart, and self-loss shall be avoided. Students shall be at ease in the classroom, diligent in practice, enjoying learning, respecting individuality, playing to their strengths, studying laws, following nature, loving labor and working honestly. This requires the modern vocational education of our country to inherit and carry forward the spirit of craftsmanship, to make it rooted in the hearts of teachers and students, to comply with the trend of the times, to be more persistent, more diligent and dedicated, to be more dedicated to the new state into the construction of socialism with Chinese characteristics in the new era, to strive to realize the dream.

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MODERN INTERIOR SOFT DECORATION DESIGN DRIVEN BY COLOR PSYCHOLOGY

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Background: In recent years, more and more attention has been paid to soft decoration. Through the artistic expression technique, urges the people to start to pay attention to the environment, to relax, to enjoy the life. As one of the seven elements in soft-fitting design, color plays a very important role. Color, as a wonderful thing, expresses people's emotion and association by means of hue, purity, hue and contrast, affects people's psychological and physiological reaction, and even affects people's objective understanding and view of things. It is the visual sensation of visible light. Any kind of design is inseparable from the color, when we enter a room, the first thing we see is the color of the object. Color is the essence and soul of soft design, other elements are also determined by it, grasp the accurate color collocation method to determine the success or failure of works. Color is an essential visual element in people's life, which can arouse people's first visual sense. Color has a certain symbolism; its characteristics have been running through human life from ancient times to the present. The ancient concept of color, talking about the appearance of the royal phase of the color of aristocracy - yellow, the civilian population cannot use its color; Speaking of the 2008 Olympic Games emerged in China's color - red, Chinese athletes to the venue vibrant; Speaking of the funeral appeared sad color - white, at the foot of the mountain is the funeral procession dressed in white robes; Talking about the color of the postman's hope-green, the postman who wears a dark green Zhongshan suit and a dark green cap on a dark green Phoenix bicycle and carries a dark green canvas bag knows that he is the postman who sends his relatives far away. In the contemporary multi-dimensional design, the symbolism of color has penetrated into people's ideology and daily life.

Objective: Psychologists believe that people's first sense is the visual, and the visual impact is the largest color. Color, as one of the seven elements in soft decoration design, plays a very important role. Color, as a wonderful thing, expresses people's emotion and association by means of hue, purity, hue and contrast, affects people's psychological and physiological reaction, and even affects people's objective understanding and view of things. The function of color in space is to satisfy visual enjoyment, regulate people's psychological emotions, adjust the intensity of indoor light, and reflect people's living habits. Through the use of contrast and harmony of different colors will match the different styles and feelings of space. Therefore, in the soft design, the study of the common psychology of color is very important, designers to take into account the feeling of color, which will make the design work more popular.

Subjects and methods: The reason that color can affect a person's state of mind and mood is that color comes from nature's innate factors. The blue sky, the bright red blood, and the golden sun... When you see the colors associated with nature's innate colors, you naturally associate them with the sensory experiences associated with these natural objects. This is the most primitive effect. The reason that color can affect a person's state of mind and mood is that color comes from nature's innate factors. The blue sky, the bright red blood, and the golden sun. When you see the colors associated with nature's innate colors, you naturally associate them with the sensory experiences associated with these natural objects. This is the most primitive effect.

Study design: Therefore, the choice of color in the design can use the color of nature, so that people feel comfortable and comfortable. And the breath of nature into the indoor living room, embellished the space, bring vigorous vitality to the space.

Methods: The Influence of statistical color psychology of excel on modern interior soft decoration design.

Results: Bright, strong colors used for individual embellishment will increase the overall vitality and interest; Still can use the same kind of color of different shades to do superposition, increase the administrative levels of integral space feeling, let its look more capacious and not drab. If it is a large space, then warm colors and dark colors can make the large space appear warm and comfortable. Strong, conspicuous decorative colors are suitable for large space decorative walls to create visual focus, such as unique wallpaper or hand-painted. So, to avoid the same color decorations scattered in all corners of the room, so that large space is more diffuse, lack of center, near the color decorations will focus on the room.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Influence of color psychology on modern interior soft decoration design.

Factor	Bright, strong colors	Homogeneous overlay	Warm and dark colors
Small space	4	4	3
Large space	3	3	4

Conclusions: The function of color in space is to satisfy visual enjoyment, regulate people's psychological emotions, adjust the intensity of indoor light, and reflect people's living habits. Therefore, in the soft design, designers to take into account the feeling of color, which will make the design work more popular.

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CONSTRUCTION OF COURSE EVALUATION SYSTEM FOR COLLEGE STUDENTS' PSYCHOLOGICAL HEALTH EDUCATION

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Background: The aim of the course is to improve the psychological quality of all the students and fully tap their psychological potentials, so as to keep a correct understanding of themselves, enhance their ability to adjust themselves, endure setbacks and adapt to the environment, and cultivate their sound personality and good psychological quality. In view of the particularity of the mental health education course for college students, the emphasis of the evaluation of the course is not only the teaching and mastering of knowledge, but also the improvement of students' knowledge and psychological quality. Therefore, the course should have its own scientific evaluation standards to enhance the effectiveness of the mental health education course. Due to the fact that the mental health education course for college students has always been taught in large classes with a large number of students and insufficient teachers, many schools generally use summative assessment to evaluate students. Although this kind of evaluation is highly operable, it is not conducive to arousing students' interest, emotion and attitude, nor to improving students' psychological quality in an all-round way. As a public course, students' mental health education has always been evaluated by means of summative examination. This kind of teacher as the main body of the single evaluation method does not meet the "student-oriented" educational philosophy, but also cannot meet the needs of mental health education curriculum development. Obviously, the mental health education course for college students must establish a "multi-evaluation" system to meet the needs of curriculum reform and student development.

Objective: Mental health education courses for college students have always adopted the mode of public elective courses in large classes with complex professional backgrounds and students coming from all majors and grades. The aim of mental health education course for college students is to improve the psychological quality of all students, so it is unreasonable to simply adopt the way of final examination to determine students' mental health. The evaluation of this course should not only focus on how much psychological knowledge the students have mastered, but also on whether the students have internalized what they have learned in class and whether their psychological quality has been improved. So the course of mental health education for college students should have its own scientific evaluation standards to enhance the effectiveness of the course. This research will discuss the methods of the evaluation of the effect of mental health education from three aspects: the subject, the content and the form of the evaluation.

Subjects and methods: Methods: 300 college students were selected; 300 questionnaires were sent out and 300 questionnaires were retrieved. The content of the questionnaire includes the enthusiasm of college students to participate in collective activities, college students' self-evaluation, interpersonal relationship, psychological scale and scores. All questionnaires were completed anonymously. Using the Excel table statistical survey results.

Results: Combined with the results of the questionnaire survey, the indicators of college students' mental health education curriculum are shown in Table 1.

Table 1. Indicators of mental health education for college students.

Indicators	Classroom participation evaluation	Evaluation of extracurricular learning process	Assessment of routine operations	Terminal evaluation at the end of term
Number of supported/%	87.5	53.7	84.2	86.4

(1) Participation in classroom activities. The teaching design of mental health education course usually includes questionnaire, interview, group activities and so on, which can make the soul precipitate, arouse psychological potential and develop self. Therefore, the classroom adopts the way of self-evaluation and mutual evaluation according to the form of group. This way of classroom evaluation can let the students

perceive and supervise their learning state, and can encourage themselves to participate in class activities, and can greatly improve their ability to participate in collective activities.

(2) Evaluation of the extracurricular learning process. In order to achieve the effect of the course, it is often necessary to assign homework to the students. For example, the content of knowing oneself can let the students evaluate themselves by interviewing roommates, friends, classmates, teachers, parents, etc., and form a relatively complete and clear self-awareness combining with their own understanding of oneself; when it comes to the content of dormitory interpersonal relations, the students can be investigated in advance by questionnaires on dormitory relations, and discussed in class groups according to the results of the investigation and their own understanding of dormitory relations.

(3) Assessment of daily operations. Teacher in the first class when divided into groups, groups as a unit to complete the usual two group assignments, the group itself. Students are required to submit both a description of their work and a grade for each member of the group. Teachers according to the completion of the group work to give a benchmark score, accounting for 50% of an operation, the group members given the average score of 50%, and then this is calculated as a 10 production of an operation score.

(4) Final evaluation at the end of the period. The final grade evaluation is a summative evaluation method, which usually takes the form of final examination or short paper, and the results of the course study are mainly examined. What this kind of appraisal method finally detects is the student to teach the knowledge to grasp the degree, is not big with student's study process, take the teacher as the main body, the student is only the passive appraisal object, is not big with student's study process relations, does not favor the student to own student process reconsidering.

Conclusions: At present, the way to prevent and intervene the psychological problems of most college students is through the course of psychological health education. Therefore, it is imperative to discuss and analyze the indexes and factors that affect the effect of mental health education of college students, and form a set of reasonable evaluation index system to improve the teaching quality of the course, guarantee that the course of mental health education of college students will not deviate from the training goal, improve the effectiveness of the course, and make the teaching of psychological course more just, objective and comprehensive evaluation.

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APPLICATION OF DESIGN PSYCHOLOGY IN ENVIRONMENTAL LANDSCAPE ART DESIGN

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Background: From the beginning of human life, people are very concerned about the environment. Since the development of human society, people's understanding of the environment has been deepening. Broad environmental design covers almost all ground environments on the earth's surface and all areas of design related to landscaping and decoration, while the broad concept and scope around the interior and exterior design of buildings covers almost all ground environments on the earth's surface and all areas of design related to landscaping and decoration. After the Industrial Revolution in the West, the Western economies developed rapidly. But the environmental problems, such as river pollution and air pollution, have become more and more serious. People have to rethink the relationship between human beings and the environment. From 80's to 90's, some designers in our country began to pursue the concept and development of environmental design. During this period, many countries set sustainable development as the basic national policy of their own development, and environmental design was highly valued. However, due to the development of this field in our country is still at the initial stage, our industry is relatively scarce of excellent design talents, while many foreign excellent design talents and works, high level of artistic attainments, and convenient digital media information exchange, in this case, various styles and forms of works are affected, leading some designers to blindly learn from the West. Environmental design, as a representation of art, has a strong sense of belonging. How to put people first, pay attention to the relationship between environment and people, environmental design and the excellent culture of our country, design the classic and excellent works, we need to reflect and innovate, select the essence, discard the dross, enrich the excellent culture of our nation, and form our own national characteristics. After the Three Industrial Revolutions, the rapid development of science and technology, human beings are no longer limited to meet the basic survival needs, but began to pursue a higher level of psychological needs. Design

philosophy puts people in the first place and transforms from “machine-oriented” to “human-oriented”. Therefore, design psychology emerges at the historic moment and develops into a subject of great importance.

Objective: With the rapid development of today’s world, people’s living standards are getting higher and higher, the quality of production and life is also increasingly high. Environmental design is a combination of science and art, it combines practical and aesthetic functions, can make people’s physical and mental pleasure.

Study design: Stratified cluster random sampling method was used to investigate 600 groups of different ages, different genders and different occupations. 600 questionnaires were distributed, 589 were retrieved and 573 effective copies were obtained.

Methods: The application effect of Excel statistical design psychology in the design of environmental landscape art.

Results: The “people-oriented”, to create a comfortable and pleasant environment for people, reflecting the man-made ecology. Man is the user of landscape. So consider the user’s requirements first. Through the artificial environment and natural environment and other elements of the design, adding the emotional experience and psychological feelings.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding the 600 social groups assessed and averaged, with the specific statistical table shown in Table 1.

Table 1. Application of design psychology in environmental landscape art design.

Factor	Psychological influence	Emotional need	Environmental construction
Group	3	4	4

Conclusions: Design psychology is particularly important to environmental design. There are many factors affecting human psychology and understanding of environment, such as social class, occupation, age, gender and so on. Therefore, we must consider people’s own psychological and emotional needs, a lot of factors will affect the human psychological needs and the understanding of the environment. Different architectural space, design requirements are also different, should consider the psychological factors are also different. The relationship between design psychology and environmental design should be further studied, and the theoretical framework should be elaborated systematically and scientifically to provide good theoretical basis and practical experience for future development.

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THE APPLICATION OF INTERACTIVE TEACHING TECHNIQUES TO IMPROVING MIDDLE SCHOOL STUDENTS’ PARTICIPATORY LEARNING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the study of human learning, the effect of educational intervention, the psychology of teaching, and the social psychology organized by schools. The focus of educational psychology is the application of psychological theories or research to education. Educational psychology can be used to design curricula, improve teaching methods, promote learning motivation and help students face the difficulties and challenges encountered in the process of growth. Therefore, in the perspective of educational psychology, the reform of teaching model is one of the current research hotspots. In today’s curriculum teaching, participatory learning has been widely concerned. Reversing classroom is to change the role of teachers and students in traditional teaching by reversing the arrangement of knowledge imparting and internalization, and re-planning the use of classroom time to achieve the reform of traditional teaching mode. Therefore, it is of great significance to use the interactive teaching in the overturning class to guide students’ learning.

Objective: Reversal classroom is a subversion and reversal of the traditional classroom, which is a new

teaching mode and insists on the student-centered teaching concept. Reversal of classroom reversal of the status of teachers and students, which emphasizes the learning process of students rather than the teaching process of teachers. In the context of the Internet, teachers can make full use of Internet technology and Internet resources to provide students with a variety of learning resources, and guide students to complete the self-learning before class. In the class, the teacher can lead the students to put forward the puzzles and puzzles in the process of self-study, and solve them through the interaction, cooperation and discussion of the whole class, so that the students can internalize the knowledge into their own knowledge.

Subjects and methods: In order to explore the importance of interactive teaching skills in improving middle school students' participatory learning, this paper studies the feasibility and effectiveness of overturning classroom teaching mode. Two classes of middle school students in a middle school were chosen as the research subjects. The same teacher taught the same class. Two different teaching models were used. One class used preset teaching model and the other class used participatory teaching model based on flip class. Then Liflanders interactive analysis system, analysis of the two classes of language behavior ratio of teachers and students, students speaking ratio, teacher questions and so on. On the basis of educational psychology, this paper fully understands the connotation and elements of overturning classroom, and designs a participatory teaching process. Preset teaching and participatory teaching were used in the two classes respectively, and the video was recorded.

Study design: The whole course teaching is divided into three stages:(1) During the pre-class preparation stage (the process of knowledge acquisition), the teacher shall, according to the teaching objectives and tasks of this class, carry out the teaching design, and then, according to the heavy and difficult points of this class, adopt Camtasia Studio 6.0 software to make micro-lessons, and then put the prepared micro-lessons, teaching PPT, and mark preparation and evaluation questions on the 4A platform for students to study and evaluate independently before class, summarize the questions raised in the forum, and bring them to the class for discussion with the students.(2) During the course (the process of internalizing knowledge), the teacher shall, according to the teaching design, answer the questions put forward by the students, explain and comment on them. Students study in groups according to the questions put forward before class, discuss and report in groups, so as to improve the students' participation and comprehensive quality. (3) After class (the evaluation stage of knowledge), students may finish the homework assigned by the teachers, and may go to the 4A platform to watch the micro lessons and the teaching PPT again, or communicate and interact with the teachers on the 4A platform forum.

Methods: The language behavior ratio, students' speaking ratio, teachers' questioning, teachers' interaction between teachers and students of the two classes were tested.

Results: It is found that students dare to express their ideas and speak actively in the flipping class, which shows that interactive teaching techniques have better teaching effects in the flipping class. But the classroom teaching atmosphere is dull, the teacher and the student lack the interaction, the student study enthusiasm and the enthusiasm are bad. The statistical results of students' initiative in the two classes are shown in Table 1.

Flip the questions in the classroom to stimulate students to think, guide students to learn. Through the video we found that the questions are some open questions, students take the initiative to speak significantly higher than in the classroom, students actively express their views and ideas in the classroom, classroom atmosphere more harmonious. In the classroom, the ratio of teachers' questioning is less than 10.5%, the main reason is that teachers need to complete the teaching of knowledge within the prescribed time. But we find that students are still willing to take the initiative to speak when teachers ask questions. Therefore, we should ask more questions to stimulate students' thinking.

Table 1. Classroom comparison of students in two classes.

Classes	Teacher questioning ratio/%	Active response ratio of students/%
Reversal classroom	55.7	53.2
Instructional teaching	10.5	51.6

Conclusions: Reversal of the participatory teaching model can improve the effect of teacher-student interaction, break the teacher-centered teaching model, and make teachers change from knowledge givers to students' learning guides and promoters. Has certain advantages, mainly in:(1) Helping students to realize personalized learning and cultivate the ability of autonomous learning. The participatory teaching mode based on inversion classroom realizes the student-centered. Students are the main body of learning activities in the classroom, students can watch micro video at any time and any place to learn, can watch video according to their own progress and needs, students can also according to their own learning progress and needs, carry out selective personalized learning, develop their ability of autonomous learning and

independent analysis of problems. (2) Facilitating the enhancement of teacher-student interaction. In the participatory teaching mode of overturning classroom, the interaction between teachers and students is strong, the relationship is harmonious, and it is helpful for learners to internalize and transfer their knowledge. (3) Helping to reduce students' cognitive load. The process of knowledge imparting in the classroom and the process of knowledge internalization in the classroom can make the teachers and students communicate with each other, so as to stimulate the students' thought collision, reduce the students' cognitive load, and enable the learners to make better use of learning resources and improve the learning effect.

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MENTAL HEALTH ASSESSMENT OF TOURISM PRACTITIONERS

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Background: With the gradual integration and deepening of the Internet and tourism, the tourism industry has entered a new stage of popular and industrialized development, the demand for tourism has been growing, and the tourism industry has entered a new era of "wisdom, individuality and integration". The characteristics of the tourism era require tourism practitioners to have good psychological quality, the will of self-improvement, self-reliance, self-confidence and strong, optimistic and positive attitude towards life. In addition to mastering the necessary professional skills, tourism practitioners must have a good psychological quality and master the psychological characteristics of various guests. One of the professional characteristics of tourism service is that the situation is complex and changeable, and the work of tourism service is not only complex but also changeable. First of all, the objects of service are complex, with different ages, occupations, genders, religious beliefs and educational backgrounds, and different personalities, habits and hobbies. Secondly, the needs of service targets vary greatly, and the needs of people of different ages, different genders and different educational backgrounds are also different. Once more, must process the complex human relations, but also must face each kind of spirit and the material enticement. Only in this way can we deal with the complicated and changeable situation, do a good job in service, and become the guide and attendant that the tourists like.

Objective: With the development of tourism industry, the physical and mental health of tourism employees is different from that of ordinary people because of their long working hours, poor regularity and complicated situation. Mature defense mechanism can provide effective psychological protection for people, and provide theoretical basis for understanding the characteristics of defense style and mental health of tourism practitioners and for further proposing feasible psychotherapy and intervention strategies. This survey focuses on the comparison of mental health status of different tourism practitioners, so as to provide reference and reference for guiding tourism practitioners in a timely manner.

Subjects and methods: From October 2019 to May 2020, the method of cluster sampling and random sampling shall be adopted to select 200 tour guides and other service personnel respectively from a city tourism company. The tour guide group was divided into study group and other service personnel as control group. The control group and the study group were matched by sex, age and education level to exclude serious physical and brain organic diseases. The study group consisted of 100 patients aged 25-55 years, averaging 35.6±6.3 years and 17.2±6.1 years of schooling. The control group 100 cases, age 25-55 years old, an average of 32.9±7.5 years old, an average of 17.9±5.8 years of education. There was no significant difference in sex, age and educational level between the two groups.

Study design: SCL-90 was used to evaluate mental health. Five grades were used to calculate the total score and somatization, compulsion, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia, psychosis as indicators of mental health.

Methods: SPSS17.0 statistical software package, statistical data results. *F* test was used for the measurement data, correlation analysis was used for the correlation test, and *P* < 0.05 was the significant difference threshold.

Results: The score of somatization, compulsion, anxiety and paranoia was statistically significant (*P* < 0.05), but no significant difference was found between the two groups. The result of symptom self-rating

table was as shown in Table 1.

Table 1. Symptom self-rating scale.

Project	Research group	Control group	F value	P value
Somatization	1.81±0.42	1.31±0.57	9.05	<0.05
Obsessive-compulsive disorder	2.15±0.64	1.56±0.65	10.85	<0.05
Sensitivity	1.43±0.64	1.60±0.59	1.79	>0.05
Depression	1.49±0.41	1.59±0.91	0.84	>0.05
Anxiety	2.07±0.51	1.43±0.45	11.95	<0.05
Hostility	1.36±0.55	1.45±0.46	0.74	>0.05
Terror	1.65±0.41	1.49±0.43	1.68	>0.05
Paranoia	1.94±0.63	1.35±0.63	10.71	<0.05
Psychotic nature	1.33±0.27	1.29±0.43	1.05	>0.05

Conclusions: Healthy people in modern society should be the perfect unity of physical health, mental health and good social adaptability. With the development of society, market competition is very fierce, people's psychological distress increases, the incidence of mental illness is also rising. In such an environment, mental health is becoming more and more important. Mental health is an important basis for good mental quality, and good mental quality is an important guarantee for mental health. In the tourism industry, tourism practitioners face a variety of complex environment and a variety of different service targets. To do a good job in service and grass-roots management, must have a hard-working spirit, with a strong will to overcome all kinds of difficulties. In order to do a good job in tourism management and service, tourism practitioners must have the ability to properly resolve various contradictions. The improvement of tourism service quality requires not only the tourism practitioners to have extensive knowledge and proficient professional skills, but also the most basic abilities and qualities such as keen observation, strong cognitive ability, good memory and attention, strong communicative ability and good language ability. Among them, the tour guide service is a special service industry, tour guides for most of the year, often with a great deal of mental pressure, with good psychological quality is more important.

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AN ANALYSIS OF THE INTEGRATION OF PERSONALITY PSYCHOLOGY AND IDEOLOGICAL AND POLITICAL EDUCATION IN MODERN UNIVERSITIES

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Background: Personality psychology, as one of the branches of psychology, can be simply defined as the study of a person's unique behavior patterns of psychology. Personality includes not only character, but also belief, self-concept and so on. Specifically, "personality" refers to a group of consistent behavioral characteristics of a person. The composition of personality varies from person to person, so each person has his or her own uniqueness. This uniqueness makes it possible for everyone to react differently to the same situation. Personality psychologists study the makeup of the personality and its formation to anticipate its effect on shaping human behavior and life events. Personality is the inner tendency of an individual in behavior. It is the integration of ability, emotion, need, motive, interest, attitude, value, temperament, character and physique. It is the self with motive consistency and continuity, which makes the individual form a characteristic psychosomatic organization in the process of socialization. With the rapid development of economy, the idea, behavior pattern and value orientation of the people have changed greatly. Under the background of pluralistic value, changeable thought and various culture, the outlook on life, values and world outlook of college students are easy to conflict and change in the forming process, and the external influence of family and society, the psychological problems of college students are paid more and more attention to, and the importance of psychological education in colleges and universities is confirmed once again. At the same time, the traditional ideological and political education in colleges and universities is facing great challenges in the era of rapid economic development, social transformation and cultural renewal. Traditional methods, means and contents of ideological and political education are generally

questioned by teachers and students. How to improve the effectiveness of ideological and political education has become a common concern in academia and practice.

Objective: Personality psychology, as one of the branches of psychology, can be simply defined as the study of a person's unique behavior patterns of psychology. Psychological education is an effective means to improve the level of ideological and political education, and ideological and political education is a necessary supplement to improve the effectiveness of psychological education. Although psychological education and ideological and political education belong to different teaching practice and different professional fields in higher education, they have the same educational objects, similar educational ideas and similar educational approaches. At present, the ideological education in colleges and universities is facing the challenges of multiple values, changeable thoughts and diverse cultures. It is of great significance to explore the integration characteristics of psychological education in colleges and universities and ideological education in order to enhance the effectiveness and timeliness of ideological education in colleges and universities.

Subjects and methods: Methods 350 college students were selected to take the ideological and political education test. College students were randomly divided into two groups, one as the control group, including 180 people, only daily education and ideological and political education. The experimental group consisted of 170 people who underwent ideological and political education from the perspective of personality psychology. Before the experiment, there were no significant differences in personality, academic achievement, family status and mental health between the two groups.

Study design: The teaching methods of integrated personality psychology in the experimental group were: Ideological and political education follows the discipline law of psychology and deals with some contradictions in teaching from students' cognition, emotion, personality, behavior and social relations. At the same time, the design of ideological and political teaching content accords with students' psychological needs, such as easy-to-follow, more interesting courses, more practical cases to arouse students' communication, etc. On the other hand, in the course design of psychological education, we should pay attention to the explanation and guidance of values and world outlook, such as life ideal, belief creed, etc. In a word, from the angle of psychology, we should use the theory and means of psychology to eliminate the psychological obstacles of students, and integrate the thought to form the correct values, outlook on life and outlook on the world.

Methods: Two groups of students were given questionnaires to test their satisfaction with the curriculum design. And use SPSS17.0 statistical data results.

Results: Two groups of students' satisfactions with the curriculum design are shown in Table 1.

Table 1. Student satisfaction with curriculum design for two groups.

	Crowd	Percentage/%
Experimental group	Dissatisfied	5.26
	General	41.46
	Satisfy	53.28
Control group	Dissatisfied	7.19
	General	50.78
	Satisfy	42.03

Under the examination-oriented education system, the mental health education is easy to be neglected by the educational administrators, which makes the college mental education floating in the form. The main reason is that the psychological education in colleges and universities lacks clear educational direction and quantitative indicators, which is difficult to solve the psychological problems faced by college students. The results in Table 1 show that students are more receptive and more satisfied with the design of such courses by incorporating personality psychology. In fact, if we want to thoroughly solve the psychological problems of students, we should help them establish a correct direction of life development, reasonable ideals and goals, and correct beliefs. Only in this way can we really achieve the application goal of psychology - to improve the quality of human life, which is precisely the important content and goal of ideological and political education. Therefore, we can draw a conclusion: The perfect ideological and political quality and theoretical accomplishment of college students are the ideological basis and premise of forming healthy psychology and sound personality.

Conclusions: At present, the social thought culture presents the multiplex tendency, in the solid advancement socialism culture powerful nation construction advancement, the social thought is multiplex must establish the leadership, gathers the consensus, exalts the mainstream. As the main front and battlefield of national ideological education, colleges and universities must accelerate the integration of

psychological education and ideological education to form the resultant force of ideological education and enhance the effectiveness and effectiveness of ideological education in colleges and universities.

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EXHIBITION AND CULTURAL CONNOTATION OF ECOLOGICAL CIVILIZATION OF THE YELLOW RIVER BASED ON HUMANISTIC PSYCHOLOGY

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Background: At present, most of the humanistic psychologists think that animism psychology, psychoanalysis psychology, existentialism psychology, humanism psychology, phenomenology psychology, transcendent psychology and postmodernism psychology belong to the orientation of humanistic research in psychology. From the birth of psychology, there are two orientations, namely, scientism orientation and humanism orientation.

The spirit of the Yellow River is the knot of the Yellow River culture in the new era, is the wonderful work of the national spirit. For thousands of years, the descendants on both sides of the Yellow River, fighting against floods, droughts and floods, and evil forces, have formed a distinctive feature of the Yellow River culture and the Yellow River spirit. From Dayu to the Yellow River, this spirit came down in one continuous line in the history of Yellow River governance. In the mid- 1980s, sixteen words summed up the Yellow River spirit with the flavor of modern life, that is, hard work, realistic pioneering, unity, selfless dedication.

Objective: Generally speaking, ecological civilization is all the efforts and achievements that human beings have made to realize the harmony between man and nature in the process of reforming nature for their own benefit. It is a civilization paradigm following the primitive civilization, agricultural civilization and industrial civilization, which aims to construct a harmonious and consistent life of natural law.

Subjects and methods: Humanistic psychology is to study the psychological occurrence and change law of individuals and groups in the social interaction. It can effectively promote the exhibition and cultural connotation of the Yellow River ecological civilization. This article mainly carries on the interview investigation from the humanities psychology to the Yellow River ecology civilization influence way. Through inquiries to the Yellow River harnessing staff, the cultural dissemination worker and the local populace, understands the Yellow River ecology civilization the influence degree.

Study design: Using the method of interview and analysis, 30 workers of Yellow River harnessing, cultural communication workers and local people were interviewed for 20 min-30 min.

Methods: The influence of Excel statistical humanistic psychology on the spread of the Yellow River culture.

Results: Thousands of years of the Yellow River culture gave birth to the unique spirit of the Yellow River, along the Yellow River in the struggle, integration, governance, control, life and death depend on the Yellow River, the Yellow River spirit into the blood, put into action, had today's harmonious coexistence with the river, benefiting China's great situation. Today, we Yellow River people are facing the key period of the deep development of the Yellow River Reformation and the most active period of the Yellow River people's thought. It can be said that the spirit of the Yellow River is rooted in the soil of the Yellow River culture, excellent traditional culture and the spirit of the people, is a distinct regional characteristic of the Yellow River, is rich in the essence of the era portrayal of the Yellow River.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Influence of humanistic psychology on the dissemination of cultural connotation of the yellow river.

Factor	Cultural value	Spiritual core	Harmonious coexistence
Yellow River harnessing staff	4	3	3
Cultural communicator	4	4	3
Local people	3	3	4

Conclusions: The Yellow River is the mother river of the Chinese nation, an important part of Chinese

civilization, the root and soul of the Chinese nation. The culture of the Yellow River, which has a long history, is an important foundation of cultural confidence. The Yellow River Basin is an important ecological barrier and economic zone in China, as well as a relatively concentrated region of poor population. The Yellow River has become the most complex and difficult river in the world because of its less water and more sand, different water and sand sources and fragile ecological environment. Therefore, the fundamental, directional and overall major issues concerning the ecological protection and high-quality development of the Yellow River Basin can be solved through the ecological protection and high quality of humanistic psychology of the Yellow River Basin, the interaction and coordination between academic research and the practice of Yellow River control can be promoted, the wisdom of all parties concerned can be gathered, all forces can be gathered and the policy can be better implemented.

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THE POSITIVE INFLUENCE OF CHINESE TRADITIONAL CULTURE EDUCATION ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: Traditional culture deeply influences Chinese people's thoughts, behaviors and psychology. Engaged in mental health education, we must recognize the impact of culture on people's psychology and behavior, familiar with China's cultural background and the relationship between mental health. Exploring the cultural foundation of college students' mental health education not only helps to understand and deal with the relationship between moral education, physical education and aesthetic education, but also is of great theoretical and practical significance to the establishment of contemporary college students' mental health education system with Chinese characteristics. The core of Chinese civilization is traditional Chinese philosophy, and the exploration of human inner life provided by Chinese traditional philosophy is of great value. It is neither a Western science nor a Western religion, but a kind of knowledge of inner reflection. Although it has no specific psychological part, it has its unique theoretical elaboration and spiritual cultivation, and penetrates the social and psychological customs, and constructs the unique psychological life style of local culture. If we change the angle, we will find that the philosophical exposition of psychology of each school can be regarded as a systematic psychological exploration of understanding, explaining and interfering with people's psychological life. Some contemporary college students are confused in their political beliefs, vague in their ideals and beliefs, weak in their sense of honesty and credibility, lack of sense of social responsibility and poor psychological quality.

Objective: For most freshmen, a series of new environments, such as unfamiliar campus, new interpersonal relationship, new learning content and life style, require students to have strong adaptability and endurance. At the same time, both in physiology and psychology, college students are in the process of rapid change. Therefore, one of the core contents of college students' mental health education should be to strengthen their ability to adapt to setbacks and endure setbacks. Traditional culture to resist the setbacks of the spirit of detachment and tolerance can ease the psychological inadaptability. Therefore, exploring the positive influence of Chinese traditional culture education on college students' mental health is helpful to alleviate and improve college students' mental health.

Subjects and methods: The survey randomly selected 300 undergraduates (all from full-time colleges and universities), aged 20-23 years, with an average age of 22.3 years. The students were randomly divided into two groups, one as the observation group, no special education, the other as the experimental group, the experimental group, the experimental group, set up an elective course of traditional Chinese culture, all the experimental group students learn 1-2 hours every day. After 60 days, the mental health outcomes of both groups of students were tested before and after education. Using SPSS17.0 and Excel at the same time, this paper analyzes and sorts out the survey data by means of comparison, induction and summary.

Results: Before the experiment, there was no significant difference between the two groups, but after

the experiment, the mental health of the experimental group was higher than that before the experiment.

Table 1. Statistical results of students' mental health before and after the experiment.

Groups	Before experiment	After the experiment
Experimental group	86.58±3.2	91.87±4.5
Observation group	87.94±2.2	84.64±3.3
<i>t</i>	1.022	9.284
<i>P</i>	>0.05	<0.05

In the process of human social activities in ancient China, the process of ancient people's practice is actually the process of social formation. The history of a society is always formed under a certain cultural background, and under the influence of this background it is reflected among every member of the society. This kind of common compliance between the members of society has become a specific form of cultural value. But this kind of cultural value shape also displays the different social psychology characteristic in the different area.

Chinese traditional culture can provide necessary cultural support for the healthy growth of college students' psychology, which is mainly reflected in the following aspects: First of all, Chinese traditional culture contains rich philosophical principles, which contain rich practical content of ancestors, and can effectively guide college students to make contributions to their own psychology. Secondly, Chinese traditional culture also includes a wealth of good moral education. Chinese traditional culture is extensive and profound, the Four Books and Five Classics, Confucius and Mencius, and other doctrines contain a lot of content to persuade people to good and to virtue. These contents have the extremely vital role and the significance regarding the contemporary university student mental health education.

The whole Chinese nation has created its unique national spirit and will quality in terms of national spirit, value orientation and ethical value. It can be said that a lot of Chinese traditional culture involves people's self-psychological adjustment, which contains a wealth of resources for mental health education, which is more realistic and long-term.

Conclusions: In the process of educating and guiding college students' mental health, proper integration of Chinese traditional culture can play a good role in guiding college students and improving their ideological quality and behavioral value consciousness. Finally, the overall quality of higher education should be ensured to improve the mental health of college students.

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EXPLORING THE EFFECTIVE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN ENGLISH TEACHING

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Background: Educational psychology is an interdisciplinary subject between educational science and psychological science. It discusses the process and characteristics of language use and language learning, aiming at improving the actual effect of teaching and learning and serving teachers and all people who study and study. According to the present situation of educational psychology and the specific situation of education, we can understand that educational psychology is a science to study the basic laws of psychology. For a long time, traditional English teachers have been focusing on the study of textbooks, ignoring the great role of this subject in actual teaching. Nowadays, the role of educational psychology in the teaching process has been paid more and more attention. In English teaching, if teachers want to achieve satisfactory teaching results, they should study students' psychological development and learning ability from all aspects, and make a reasonable plan and application according to their own teaching experience. The combination of psychological education and English learning for some teachers and students is still relatively strange, which also requires a long-term practice, it is impossible overnight. Therefore, in the process of daily

teaching activities, teachers should grasp students' psychological characteristics and have a clear understanding of students' actual needs, so as to make students change their views on English learning from the perspective of mentality, make students actively explore and analyze the knowledge they have learned, and make the classroom efficiency further improved. In order to meet the requirements of English practicality in modern society, it is necessary to study deeply educational psychology and study the combination of psychology and English teaching.

Objective: In traditional English teaching, teachers often focus on textbook analysis and classroom teaching. In this process, teachers tend to neglect students' psychological development. With the development of the new form of modernization, people have realized more and more deeply that the influence of educational psychology on teaching is of great importance. For English learning, psychological education can play a great role in inspiring. Paying close attention to the psychological education of students and improving the teaching efficiency of English class fundamentally is also the direction that English teachers should consider. This study will probe into its influence and application in English teaching from the perspective of educational psychology.

Subjects and methods: Take 200 students in a certain school as the research object, randomly divide them into experimental group and control group. There is no significant difference between the two groups. Using the same teacher, teaching the content of the same English lesson, using two different teaching models, the experimental group teachers applied the knowledge of educational psychology; In the control group, only ordinary teaching was carried out, and two classes were videotaped. In the experimental group, the students should be divided into three levels according to their different learning ability, learning level and psychology, and different teaching methods should be adopted to meet different requirements. In the classroom teaching let the result good student do has the certain difficulty the practice, achieves the enhancement the goal; Make sure the middle school students do some exercises to protect their study enthusiasm, and let the poor students do some easy exercises to increase their self-esteem and confidence. Thus, every student has the chance to practice the foreign language. For the students above the middle level, we should do some exercises after class and encourage them to read more English books in order to expand their knowledge. For some students with poor learning ability, poor grades and asked them to master the most basic words, phrases, sentence patterns, in short, on the upper, middle and lower levels of students were taken to different teaching. Students should be treated equally in class regardless of whether their grades are good or bad. In teaching, teachers should give priority to praise and encouragement, and should not damage students' self-esteem in public. Some poor students, after class, the lack of knowledge and skills, respectively, to take different measures, enthusiastically give timely help and counseling. Test the results of two groups of students.

Results: The average scores of the two groups before and after the experiment are shown in Table 1.

Table 1. Statistical form of academic performance.

Groups	Before experiment	After the experiment
Experimental group	80.35	92.17
Control group	79.95	82.15

The results of Table 1 show that the students in the experimental group have improved significantly after a certain period of time, which shows that the use of educational psychology in English teaching can effectively improve students' learning performance.

Conclusions: Educational psychology plays a very important role in English teaching. An excellent English teacher should have a comprehensive understanding and in-depth study of it so as to fully grasp the psychological laws of students so as to educate students correctly and effectively. The application of educational psychology in English teaching has become a trend and an important factor in improving students' English ability and classroom teaching quality. Teachers should control the rhythm more effectively, enrich the teaching content, attach importance to the influence and application of educational psychology on teaching, and let students actively participate in English learning in various effective ways, so as to improve students' comprehensive language application ability.

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PROBLEMS AND COUNTERMEASURES OF PSYCHOLOGICAL HEALTH EDUCATION MANAGEMENT FOR COLLEGE STUDENTS

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Background: Under the background of the rapid development of social economy, the pressure of social competition affects people's mental health. In particular, college students, they are at the turning point of life, the psychological development is not perfect, it is easy to be disturbed by environmental factors and psychological problems. Although colleges and universities have attached great importance to the mental health education of students, take various measures to prevent mental health problems, but there are still some problems. This needs to draw the attention of colleges and universities, find out the problems in mental health education and timely take measures to promote the healthy growth of college students. Many colleges and universities do not pay enough attention to the mental health of students, and regard the mental health education as a form to cope with the supervision and inspection of higher authorities. They think the mental health education is not important and cannot solve any substantive problems at all. Therefore, many colleges and universities will only regard the mental health education of students as a form problem, and seldom invest necessary funds and policy support in the mental health education. Another university thinks it is necessary to educate the students' mental health, which can solve all the students' mental problems and solve all the problems that can't be solved by ideological and political education. These two kinds of understanding of mental health education are very extreme, are not conducive to the development of mental health education. At present, there is a great lack of teachers of mental health education in many colleges and universities. Even many colleges and universities do not employ professional teachers because they do not attach importance to mental health education. Most of the teachers of mental health education are concurrently held by teachers of moral education, administrative cadres, medical personnel and other personnel. Due to the lack of professional knowledge and training, the effect of these personnel in mental health education is not very ideal. Even some colleges and universities have professional teachers of mental health education whose consultation skills are not very professional, which may affect students' mental health education, and may even cause secondary harm to students' physical and mental health. Therefore, great attention should be paid to the mental health status of college students, to the mental health education, to provide a good learning environment for college students and to improve their mental health.

Objective: From the psychological point of view, college students are a special group in the development of psychology and physiology, because the campus is different from the primary and secondary schools. In this environment, the main psychological characteristics of college students are emotional behavior and poor psychological quality. The resulting psychological problems easily lead to a series of problems, such as weariness, strange behavior and even suicide. In order to understand the mental health of college students and analyze the main factors affecting their mental health, we can effectively carry out teaching and student management, prevent and control mental diseases.

Subjects and methods: The survey covers students from the first year to the third year. The survey is carried out in the places with high concentration by random sampling. Questionnaire was distributed in the teaching building at random time and collected on site. A total of 400 questionnaires were distributed and 378 were collected. Using SCL-90 symptom self-rating scale, developed by Dero-Gatis, L. R., there were 10 factors and 90 items. Its contents include a wide range of psychiatric symptoms, such as thinking, behavior, emotion, living habits, interpersonal relationships. Each item of the scale adopts a 5-grade scoring system, that is, 0-no, 1-light, 2-medium, 3-quite heavy, 4-serious, the higher the score, the more likely it is to have psychological problems. Using SPSS17.0 software statistical survey results.

Results: Statistical SCL-90 abnormality of college students, get statistical analysis table as shown in Table 1.

Table 1. SCL-90 exception analysis table.

Project	Somatization	Obsessive-compulsive disorder	Sensitivity	Depression	Anxiety	Hostility	Terror	Others (additions)
Number/r/%	13/3.5	55/14.5	68/18.0	70/18.4	37/9.7	59/15.6	50/13.2	26/7.1

Conclusions: Mental health students should be preliminarily diagnosed and classified. Counselors in each class can follow and pay close attention to the students with mental health problems, and guide and intervene them. According to the severity of students' psychological problems, we should have an interview to find out the influencing factors of students' psychological problems and solve them in time. In addition, we should improve the feedback mechanism and evaluation mechanism of mental health to provide the basis for mental health education in colleges and universities. Secondly, we should set up special courses of

mental health education. According to the requirements of relevant departments, colleges should set up compulsory courses and elective courses of mental health education, and carry out some special lectures and training classes on mental health for students of different grades in colleges in a planned way, so as to help students overcome psychological obstacles and promote students to establish correct life values. Finally, we can carry out a variety of mental health education activities to guide students to actively participate in various mental health education activities, so as to guide students to develop in a positive direction. Colleges and universities can carry out mental health education activities through various channels, stimulate students' enthusiasm for participation, and help students set up correct life herding treasures.

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THE PERSPECTIVE OF EXCHANGE THEORY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: As a major theoretical school in the post-Parsons era, modern social exchange theory came into being and gradually developed from the reflection and criticism of Parsons' structural-functionalism. Based on the basic hypotheses of psychology, economics and anthropology, combined with the classical sociological exchange theory, sociological research paradigm and philosophical speculative logic form, the theory tries to give a more reasonable and more convincing explanation of human behavior, social structure, social order and the relationship between human and society. Although its core concepts and basic hypotheses converge in the course of its development for many years, the focus and direction of its development and the vision of its theoretical research have shown a great division in the process of its continuation by later scholars. Summing up the main ideas of modern social exchange theory, we find that many of its conceptual assumptions and theoretical statements can be traced back to classical sociological theory and other disciplines. To be exact, the modern exchange theory is gradually perfected in the process of revising and subsuming different exchange theories inside and outside the discipline. Behaviorism exchange theory embodies its theoretical proposition by constructing a series of theoretical propositions. It includes successful proposition, stimulating proposition, value proposition, deprivation satisfaction proposition, attacking approval proposition and rational proposition. Looking at these theoretical propositions constructed by Horman, it is easy to find that the premise assumptions of these propositions are rational people. In his world of theory, people repeat paid actions, respond to these rewards related stimuli, and act according to the values they place on things. The criterion of fairness depends on the past experience of the actors and the comparative group that the actors identify with. He explains the origins of power and authority in terms of the minimum interest, holding that power arises when one person's ability to provide remuneration to another is greater than the ability of the other to provide it to him.

Objective: Social exchange theory is different from the structural functionalism theory. Social exchange theory pays attention to the exchange behavior between people. Social exchange theory holds that human behavior is based on reasonable choice, and people hope to maximize the benefits through action, and the cost of expectation is the smallest.

Subjects and methods: From the point of view of psychology, the social exchange theory has some connotative value. Social exchange theory recognizes the hierarchical system of society. Because of the different living environment and social status, each person's social status is different, so the resources that each person has for exchange have been determined by his social status to some extent. Therefore, people's social status is not equal, in the exchange of relations cannot be equally exchanged. Therefore, this article mainly analyzes the exchange theory through the principle of fairness, the principle of openness and the principle of moderation.

Study design: Stratified cluster random sampling method was used to randomly select 600 people of different ages and sexes, a total of 600 questionnaires, 573 valid questionnaires were collected.

Methods: Using Excel statistical analysis of social psychology on the exchange theory.

Results: Social exchange theory is the result of the study of human social behavior. Social exchange theory is the product of the fusion of sociology and psychology and belongs to the research results of social

psychology. Therefore, the analysis and correct evaluation of social exchange theory from the perspective of psychology can promote the development of social psychology theory and perfect social psychology theory system.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding off the average of 600 people, with the statistical table shown in Table 1.

Table 1. Influence of social psychology on exchange theory.

Factor	Principle of fairness	Principle of openness	Principle of moderation
Public	4	4	4

Conclusions: Modern social exchange theory, as an important theoretical school in the field of sociology, came into being and developed in the dialogue, reflection and criticism of structure-functionalism represented by Parsons. At the same time, the development and evolution of modern sociology exchange theory is also a continuous reference, learning from economics, anthropology and psychology, and inheriting and enriching the classical sociology exchange.

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PSYCHOLOGICAL STRATEGY RESEARCH ON ENHANCING CUSTOMER LOYALTY IN BRAND MARKETING

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Background: The world has entered the era of brand competition, how to make their brand stand out in many similar products, the recognition and love of consumers, has become an important issue related to enterprise life and death. Among them, establishing and maintaining customer loyalty to the brand has become the core issue of brand building. However, under the background of economic globalization and competition internationalization in the 21st century, consumers have higher requirements for brands, more diversified consumption behavior, faster brand switching frequency, and lower brand loyalty. To the enterprise brand operation and the brand loyalty cultivation proposed the sterner request. Under such circumstances, how to cultivate and improve the brand loyalty of customer groups in the operation and management of enterprises has become an important issue. Brand loyalty is the measure of consumer's affection for the brand. When the product of a certain brand appears and competes with other brands of the same product, what attitude the customer holds to him is a kind of criterion to judge the customer's loyalty to his brand. In 1978, Jacoby and Chestnut put forward the concept of behavior and attitude as two dimensions of brand loyalty by summarizing more than 50 viewpoints about brand loyalty in foreign literatures. Behavioral loyalty refers to the fact that consumers continue to buy a brand in practice. Attitude loyalty means that the personality of a brand coincides with the customers' life style and values, and the customers have feelings for the brand, and then show the desire and behavior of continuous purchase. The level of customer behavior loyalty is affected by attitude loyalty to a great extent.

Objective: With the development and perfection of our market economy system, the market competition is becoming more and more fierce. Market competition is the competition of customers, and it is the mission of enterprises to survive and develop. In this process, one of the obvious characteristics is that the traditional practice of building a competitive advantage with products as the core gradually weakens the role of competition gradually shifted to the channels and services. Enterprises should not only constantly strive for new channels, open up new markets and increase market share, but also strive to maintain the existing channels, cultivate loyal channels and stabilize market share. Channels play an intermediary role between enterprises and end customers, and their role is beyond doubt. Therefore, who has the channel, who has the market. Standardizing and strengthening channel relationship marketing and promoting channel loyalty is one of the effective ways to win the market and enhance the competitiveness of enterprises.

Subjects and methods: Marketing has a long history of research on human needs and motives. It is believed that customers will pursue maximum welfare according to rational judgment, and that customers are rational. This paper aims to promote customer loyalty by determining the importance of attributes in a

product category, collecting attribute information of competitive brands and judging the level of attributes of competitive brands.

Study design: Stratified cluster random sampling method was used to conduct a random survey of 600 customers, a total of 600 questionnaires, the recovery of 578 valid questionnaires.

Methods: Using Excel statistics brand marketing to enhance customer loyalty in the psychological strategy.

Results: The purchase behavior of the customer is produced by certain purchase motivation, and the purchase motivation is produced by some unsatisfied needs, including physiological needs and psychological needs. With the improvement of living standard and demand level, psychological needs play a more important role in purchasing motivation and purchasing behavior than physiological needs.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results are rounded to the average of 600 customers. The statistical table is shown in Table 1.

Table 1. Psychological strategies for enhancing customer loyalty in brand marketing.

Factor	Product category attribute importance	Competitive brand property information	Competitive brands by attribute level
Customer	4	4	4

Conclusions: In the market economy, more and more enterprises gradually realize that customer demand psychology is an important axis to promote the development of enterprises. Only by accurately grasping customer demand psychology and its changing law, coordinating the business decision-making and competitive strategy of enterprises, can we fight a beautiful “war of the heart” and occupy the market for a long time. The cost of access to new channels is often higher than the cost of maintaining loyal channels, especially in an oversupplied market, the cost of access to new channels will become increasingly expensive. But the contribution of the new channel to the profit of the enterprise is just less than the old channel, in some industries, the new channel cannot even provide profits to the enterprise in the short term. Formulating and implementing channel loyalty management strategies, providing comprehensive and differentiated services for channels, improving channel delivery value, fulfilling high channel commitment and shaping brand image are important guarantees for enterprises to maintain long-term and two-way interaction with channels. How to establish and protect channel loyalty has become a focus of channel relationship management theory and business circles. As a form of marketing innovation, psychological marketing is gradually being envisaged by scholars and marketing workers of all ages. Psychological marketing is a kind of marketing idea which is guided by market demand, applies psychological principles, studies customer’s psychological activities and their changes, and makes decisions accordingly. Psychological marketing is the inevitable result of the development of relationship marketing.

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EMPIRICAL ANALYSIS OF ECONOMIC PSYCHOLOGY BASED ON CHINA’S FINANCIAL MARKET

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Background: There are many investors in China’s capital market, but they can be divided into two types: public funds, private funds, social security funds, insurance companies and small and medium investors. Institutional investors account for about 40% of the total funds, but due to their large amount of individual funds trading, coupled with information advantage in the trading process, so it is in the dominant position in the market. Despite the large number of small and medium investors, holding about 60% of the total amount of the market, but often in the transaction of their own, weak, in the market in a subordinate position. This kind of institutional investors as the core, many small investors as the basis of the investment

structure is the most basic characteristics of China's capital market. Generally speaking, institutional investors have more professional means of investment and financial management, and the advantages of information also make their investment activities forward-looking. On the contrary, the medium and small investors can't compare with the institutional investors in investment idea and investment mode, and they have the characteristics of adaptability expectation. This also determines that the investment in China's capital market is an economic behavior guided by institutional investors and widely participated by small and medium investors.

Capital markets have wealth effects that benefit the majority during periods of upturn, while they also diminish wealth during downturns that cause losses for the majority of investors. It is the characteristics of the capital market that lead to the game relationship between small and medium investors and institutional investors. There are both cooperation and conflict.

Objective: The volatility of the market is largely due to irrational investment behavior of investors, and this investment behavior is closely related to people's psychological factors. The development of things has its internal law, so does the capital market, and its trend mainly depends on the economic fundamentals. But the capital market is also the activity place which the general investors widely participate in, its change also receives people's economic behavior and the psychological factor influence. The improvement of economic and psychological quality of investors is of great significance to reduce market fluctuations and investment losses.

Subjects and methods: The development of things has its internal law, so does the capital market, and its trend mainly depends on the economic fundamentals. But the capital market is also the activity place which the general investors widely participate in, its change also receives people's economic behavior and the psychological factor influence. The improvement of economic and psychological quality of investors is of great significance to reduce market fluctuations and investment losses. This paper aims to improve China's financial market by standardizing the corporate governance of listed companies, perfecting the rules and systems of stock trading, cracking down on various illegal acts and strengthening the stimulation or aid to the real economy.

Study design: Stratified cluster random sampling method was used to randomly select 600 people of different ages and genders in the financial market. 600 questionnaires were sent out and 569 valid questionnaires were collected.

Methods: Using Excel to analyze the economic psychology of China's financial market.

Results: In the age of full circulation, the structure of corporate governance is becoming more and more perfect, and the flexible incentive mechanism of employees makes the management level of the company continuously improve and correct the problems constantly, so as to establish the image of good faith of the company in the eyes of investors. We shall improve various rules and systems for stock trading, severely crack down on various illegal acts, set up a block trading platform, strictly punish insider trading, and regulate the reduction of holdings of large and small shares. Strengthen the stimulation or assistance to the real economy, and alleviate the real economy with higher costs caused by the appreciation of the RMB and the rise of raw material prices.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding off the average of 600 people, with the statistical table shown in Table 1.

Table 1. Economic psychology of China's financial markets.

Factor	Regulating corporate governance	Perfect stock trading rules	Aid for real economy
Public	4	4	4

Conclusions: Investor's investment behavior is not completely rational, in many cases are shown as an irrational behavior, especially in the loss, chagrined for investors to reduce the irrational factors of stock market volatility is multifaceted, any policy or economic environment changes, will have an impact on the stock price, the stock price ups and downs inevitable. The independent judgment of Chinese investors is poor, especially the small and medium investors. But its judgment ability enhancement, cannot leave the specialized knowledge the accumulation and to the information collection. Only through self-learning on the company's future development to make a comprehensive analysis and forecast, and then form their own accurate judgment. Finally, optimizing the structure of investors can also improve the overall economic and psychological quality of Chinese investors. China's investment structure is also an important factor causing market volatility, mainly because the proportion of small and medium investors is too large. Because of the limitation of investment mode and idea, the investment behavior of small and medium investors is often

irrational. When the market becomes better or worse, the herd effect will enlarge the market fluctuation, which is not conducive to the stability of the market. Therefore, to improve the current investment structure, on the one hand, we should vigorously develop institutional investors, increase their proportion in the market, to protect their investment ideas and the amount of capital play a leading role in the market, in order to maintain market stability. On the other hand, to strengthen the education and guidance of small and medium investors, so that they keep a good attitude in the changing market, reduce irrational behavior in operation.

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THE DESIGN AND DEVELOPMENT OF CERAMIC CREATIVE PRODUCTS FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: With the rapid development of China's economy in recent years and the arrival of the era of knowledge economy, cultural and creative industries in China have been germinating and developing. The emergence of this phenomenon is the inevitable requirement of economic restructuring, the symbolic embodiment of the era of knowledge-based economy, and the embodiment of human demand at a higher level. People's instinct is to constantly achieve their own material and spiritual "needs" to meet. After the physiological and security needs of the lower level are met, the higher level of social needs, respect needs and self-fulfillment needs begin to evolve. This demand usually connects the physical objects or service behavior, which is the original driving force of consumption. In other words, the rise and development of creative industries is to meet the high level of human demand, as well as stimulate consumer behavior. As one of the important branches of traditional industry, ceramic industry also needs to innovate and renew in the face of the transformation of economic structure and the upgrading of consumption demand.

With the development of economy and society, we have entered the era of knowledge-based economy in the 21st century. A series of changes about people's life style and spiritual pursuit caused by information expansion are forcing industrial design to face the historical turning point. Ceramic industry from the initial daily use of porcelain, porcelain art to the development of sanitary porcelain, porcelain and porcelain used in building industry and other areas of life. But from the perspective of the whole national economy, the whole ceramic industry is still a small category. From the material point of view, due to glass, plastic, hardware and other modern materials widely used, to a certain extent, replaced some of the ceramic categories, and make ceramic products market share decreased. From the scientific and technological point of view, the new research and development of domestic ceramics, new technology is slowly developing. From the design point of view, the homogenization of daily-use ceramic products is extremely serious and the awareness of new functions in new life scenes is weak. Ceramic products do not have enough innovative vitality factor, therefore, although the increasingly widespread use of ceramics, but the impact on people has become increasingly weakened.

Objective: Cultural and creative products are generally based on culture, creative ideas as the core, people's knowledge, wisdom and inspiration in specific industries materialized performance. It is different from the traditional manufacturing industry, which relies on machines, factories, resources and labor, but relies on cultural and creative resources, knowledge resources, creative groups of high culture, high technology, high knowledge, high management of intelligent industries; It is different from the products produced by traditional industries, cultural and creative products can be tangible goods, can also be intangible services. In terms of the final form of the product, cultural and creative products consist of two interdependent parts: Cultural creative content and hardware carrier. The particularity of cultural creative product differs from general product mainly lies in its cultural creative content, which is the core value of cultural creative product. But cultural creative content cannot exist independently, it must depend on the specific hardware carrier. The key to understand the meaning of cultural creative products lies in the research of ceramic cultural creative product design and development from the perspective of consumer psychology.

Subjects and methods: Ceramic creations take ceramics as the main material, creative ideas as the core thinking, cultural factors as the development elements, and emphasize the cultural consumer goods created according to the psychological needs of contemporary consumers. This article is mainly from the product function, shape, color, decorative techniques of ceramic products to develop, and then through marketing means to the market.

Study design: Stratified cluster random sampling method was used to randomly investigate 600 ceramic consumers. 600 questionnaires were sent out and 568 valid questionnaires were collected.

Methods: Research on the design and development of ceramic cultural creative products from the perspective of Excel statistical consumption psychology.

Results: With the development trend of socioeconomic and cultural diversification, cross-industry integration has become an inevitable topic in the next development exploration of each industry. Enterprises in the development of products if the use of cultural and creative product design concept, through different forms of stimulation behavior, enhance product creativity.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding off the average of 600 ceramic consumers. The specific statistical table is shown in Table 1.

Table 1. Research on the design and development of ceramic creative products from the perspective of consumer psychology.

Factor	Function	Morphology	Color	Decorative technique
Consumer	4	4	4	

Conclusions: Consumption psychology mainly studies the psychological phenomenon and behavior law of consumers in consumption activities. Its aim is to study the psychological activity law and individual psychological characteristics of people in the process of daily consumption and daily purchasing behavior. Through the study of consumer behavior in the whole process, psychological changes in the ceramic culture creative product design. These psychological activities are the intrinsic determinants that motivate consumers to buy or give up a product and dominate the implementation of consumer behavior. Through the study of the psychological process of consumer behavior, we can provide theoretical basis for designers to create ceramic cultural creative products. Designers and consumers can be easy to operate, manufacturers will be able to produce according to computer drawings out of his production. The creation of this software not only allows designers to reduce the design cycle, the concept is to emphasize the idea that everyone is a designer. Consumers create their own products independently, in order to show their uniqueness. Simultaneously this kind has the entertainment psychology to be able to increase the consumer when the creation joyful feeling.

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THE PROMOTION OF HEALTH PSYCHOLOGY TO CULTURAL TOURISM

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Background: Psychological researchers believe that health psychology is a comprehensive subject, mainly for people how to maintain a healthy body and mind services. With the progress of the society and the development of the times, healthy psychology will be more and more important in people's daily life and work. Although psychologists have two views on the future development of psychology: One is the optimistic view that psychology will be valued by millions of people, even religious worship; Another is a pessimistic view, that "psychology has a long past, a short history and a vague future", that even after 10 years, psychology will not become a real science. But one thing cannot be ignored is that modern people to improve the quality of life, we must master some necessary knowledge of health psychology. It can be said that mastering the necessary knowledge of health psychology is not only the inevitable requirement of the times, but also an important guarantee for people to maintain physical and mental health, and even an important factor affecting people's career success or failure. Tourism, as a complex multidisciplinary phenomenon, has been concerned by many social sciences, including psychology. Most of the researches on tourism focus on social psychology and environmental psychology, including tourists' motives, residents' attitudes, relations between host and guest, tourists' or residents' attachments and community attachments. But looking at the field of psychology, especially its application in cross-cultural psychology, it is found that tourism literature rarely talks about the theory of cultural adaptation. Cultural adaptation is a process of adapting to the new cultural environment, including a person's attitude, behavior and cognitive changes in the new environment. Most acculturation studies have been conducted among groups such as migrants,

expatriates and persons employed abroad. Interestingly, though tourism is the most common form of face-to-face cross-cultural contact, it has been ignored by the cultural adaptation theory. In fact, cultural adaptation has the most direct relationship with tourism, which involves the extent to which individuals wish to accept foreign culture and maintain their own culture in an intercultural environment. It is no exaggeration to say that the theory of acculturation can give the most comprehensive and integrated interpretation of many tourism phenomena. Few scholars pay attention to the acculturation problem caused by tourism development and frequent visitors, let alone the antecedents, consequences and internal mechanism of this problem. The influence of cultural adaptation is usually recessive, it involves individual value system and most of them are intangible, not only difficult to measure but also often overlooked. The result of being ignored is the negative impact of tourism community development, residents in the social and cultural, psychological and behavioral discomforts will occur. Therefore, the study of community residents' acculturation in tourism destination development is not only a vacancy in related fields, but also a problem that must be faced by tourism destinations.

Objective: Although tourism is the most common form of face-to-face cross-cultural contact, it is rarely involved in the theory of cultural adaptation. Therefore, it is not only beneficial to the development of tourism industry, but also to the cultural exchange to integrate culture and tourism and study the promotion of health psychology.

Subjects and methods: From the perspective of local cultural tourism cities, this study explores the changes of local people's thoughts, behaviors and attitudes in urban cultural tourism, and disseminates knowledge of health psychology to local residents.

Methods: 50 residents of a cultural tourism city were interviewed after disseminating the knowledge of health psychology. Interview time is set to 40-80 minutes, interview form is a one-to-one interview, then the respondents were divided into 5 groups, the form of discussion by the group to summarize the views of the group. The contents of the interview include the views of current urban cultural tourism, the impact of tourism on the city, and how to spread urban culture and the focus of urban culture. In the process of discussion, the group explored the knowledge background of health psychology, the changes of community residents' thinking and so on. The whole process of interview and discussion were recorded, then the results of interview and discussion were arranged.

Results: From the perspective of health psychology, most of the local residents who know the basic knowledge of health psychology express that they are inspired by it. Health psychology drives the local residents' psychological fluctuation. Among them, 32 residents said local cultural tourism, community residents are often ignored psychological, cultural and behavioral changes, which in fact are also a subtle impact on tourism development. Twenty-seven residents said they would pay more attention to personal behavior and behavior, establish a better image of the local people, and actively disseminate local cultural connotations to contribute to the city's cultural tourism.

Conclusions: From the point of view of health psychology, the city should show the core value and cultural connotation of culture and make the cultural communication more influential in cultural tourism planning. Activating urban culture and exploring the mode of creative communication is an effective way to develop urban cultural tourism. Therefore, the city should grasp this change, narrow the distance between the city culture and the tourists in the creative dissemination, and let the tourists understand the city and taste the culture in the immersion experience. The city should break the thought limitation in the development of cultural tourism, actively integrate cultural resources, excavate cultural connotation and design cultural experience products. Using modern technology to widen the impact of urban cultural tourism and promote product mix, so as to improve the dissemination effect, show the charm of urban culture, and promote the healthy and sustainable development of cultural tourism industry.

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THE INNOVATIVE DEVELOPMENT OF NETWORK EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: While acknowledging the advantages of web-based education, many scholars also objectively point out the shortcomings of its current existence. These reflections focused on the following three main areas:(1) Education economists question the necessity of web-based education mainly from the perspective of economic costs and benefits;(2) Educational technologists have questioned the possibility of

realizing online education mainly from the perspective of existing information technology. In their view, with the existing technical force, it is difficult to create a similar to the real-world virtual teaching scene; (3) Educators and educational psychologists, based on the relevant theories of pedagogy and educational psychology, question the effectiveness of online education in achieving educational objectives and performing educational functions. Of the three, the third is clearly the most important. Because whether network education is effective or not is directly related to the value of network education and is the premise of network education. As a new thing, network education is not mature because of its short development. It is bound to have many defects, not entirely in line with education and psychological theory. Undoubtedly, it is the bounden duty of the educators and psychologists to find out these deficiencies and study their causes so as to improve and perfect the network education. Unfortunately, there are few studies on the current network education defects from the perspective of pedagogical psychology, and even less from the perspective of educational psychology. Therefore, network education in colleges and universities has become a significant form of education, but there are still some flaws. Therefore, it needs to be analyzed and studied from the perspective of educational psychology.

Objective: The appearance and development of network education has posed a new challenge to the existing educational theory and psychological theory. Some scholars believe that education and psychology workers must re-demonstrate and update some theories of education and psychology to adapt to and guide the healthy development of network education. However, if we overemphasize the construction of education and teaching theory according to the progress of technology, let the theory adapt to the technology, and deny the guidance of the existing theory to the network education, we will make the mistake of “technology first”. This is a fact we don’t want to see. If we take a prudent attitude to look at the existing theory on the guiding role of online education, we will get a lot of useful information. From the perspective of educational psychology, online education is not as numerous as the media and scholars believe that there are numerous advantages. In fact, some advantages may not be in line with educational psychology theory or educational psychology is that the network of education that the shortcomings of psychology. Therefore, from the perspective of educational psychology, this paper analyzes the advantages and disadvantages of network education in colleges and universities, and puts forward reform strategies.

Subjects and methods: Selected 180 college students, the experimental class participated in a total of 89 people, including 47 men and 42 women; There are 91 students in the comparative class, 49 males and 41 females. The experimental class carries on the offline teaching union network teaching way, but the contrast class only carries on the offline teaching way. Before the test, there were no significant differences between the two groups in learning achievement, learning habits, personality and goal planning. After 3 months of experiment, the two groups of students before and after the test of academic performance and management by objectives. Using SPSS17.0 software before and after statistical data results.

Results: The influence of MBO on subjectivity is investigated and the influence of web-based teaching is shown in Table 1.

Table 1. Subjective status of two groups of students.

	Crowd	Average value
Experimental class	Before experiment	6.2506
	After the experiment	6.8914
Contrastive class	Before experiment	6.2502
	After the experiment	6.2502

The influence of web-based teaching on students’ subjectivity is significant, because subjectivity can be divided into consciousness, perseverance, self- confidence, responsibility, initiative and independence. There is no significant difference between the experimental class and the comparative class in the performance of subjectivity before the sub-experiment, but there is a significant difference in the performance of subjectivity after the “goal management” sub-experiment. There are two main reasons for this: First, once the learner has a clear learning goal, that is, with the external motivation to learn, can effectively guide the direction of his learning behavior, because learning is directed to the goal. The other is that the students with different basic levels study according to the most suitable goals, which is beneficial to produce good learning effect. Students not only master the learning content of the situation is better, but also conducive to stimulate and maintain students’ interest in learning, maintain a high degree of confidence.

Conclusions: From the perspective of educational psychology, there are many deficiencies in current network education, and school education has corresponding advantages. It is unwise to criticize traditional school education and praise network education. Strictly speaking, the network education can only be used

as a supplement to the traditional school education, which is not mature enough to keep pace with or even replace it. The further perfection of network education needs the joint efforts of many aspects, such as developing economy, providing the material foundation for the development of network education; We should develop information technology, improve the real-time interaction ability of the network, and create a virtual learning environment more similar to the real learning environment.

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THE SANDBOX SUPERVISION LEGAL SYSTEM IN THE ERA OF FINANCIAL TECHNOLOGY UNDER THE BACKGROUND OF PSYCHOLOGY

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Background: Science and technology are the primary productive forces, the core driving force of modern economic development, and the key elements of optimizing economic structure, promoting social development and realizing the conversion of kinetic energy. From the perspective of human historical progress, whether it is the first industrial revolution centered on steam technology or the second industrial revolution centered on electric power technology, the iterative development of science and technology is constantly impacting on production and life and social order, and deeply affecting the process of social change. The new round of scientific and technological revolution and industrial transformation, centered on the Internet and information technology, is no exception, which has created new technological outlooks, such as big data and artificial intelligence, and used them to reconstruct global innovation maps, economic development structures, and social governance systems. It can be said that scientific and technological innovation has become the primary way to enhance market efficiency and social benefits under the new normal of the economy. The financial field cannot be detached from the world, but also within the scope of the impact of scientific and technological innovation, and financial technology in recent years is the growing trend of visualization. The link between finance and technology has a long history and a close relationship. It can be said that financial development and scientific and technological progress coincide, the two are the same frequency modulation and opposite. In the process of historical evolution, financial activities provide necessary capital elements for S&T innovation, while S&T innovation promotes financial activities to update business forms and optimize functions. Advanced technologies, such as data mining, cloud computing, artificial intelligence, intelligent contracts and distributed accounting books, have been introduced and widely implemented by financial institutions. Benefiting from this, traditional financial activities are facing all-round, multi-angle and wide-ranging technological changes, and are expected to make major breakthroughs at key nodes such as the front end of business, the middle stage of credit, the backstage of technology and product logic. The era of financial science and technology is coming quietly. What needs to be seen is that the impact of scientific and technological innovation on economy and finance is a gradual deepening process, and the precise understanding of financial science and technology cannot be achieved overnight. Therefore, in the new round of scientific and technological revolution and industrial reform is in the ascendant, the business model and practice of financial science and technology are not solidified, and there is still much room for imagination, and the academic community has not reached consensus on its connotation and extension.

Objective: In the era of financial science and technology, science and technology empower finance, technology drives innovation, and technology has become an important means of financial innovation. Financial science and technology bring development opportunities as well as severe challenges to the financial regulatory order. It is urgent to improve, supplement and reform the regulatory methods, mechanisms or tools under the existing financial regulatory framework, so as to coordinate financial innovation and financial regulation, balance and encourage innovation and risk prevention and control, and enhance governance capacity and regulatory level. It is of great significance to study the sandbox supervision legal system in the era of psychological financial technology.

Subjects and methods: Under the background of psychology, sandbox legal system can effectively promote the development of enterprises. This paper mainly from the psychological background of the encouragement of innovation, risk control, market competition into the three aspects of research. Six large, medium and small enterprises were selected as research objects to investigate and analyze the current development of enterprises.

Study design: A total of 50 executives from six companies were asked to complete the questionnaire

once and for all. The time for each person to complete the questionnaire was about 15 to 20 minutes. A total of 50 issued, recovered 50, the number of effective copies of 47.

Methods: Using Excel statistical psychology under the background of financial technology era sandbox supervision legal system effect.

Results: The purpose of financial science and technology is to support the development of the real economy. Therefore, sandbox regulation shall also take this as the standard, support subversive innovation, focus on responsible innovation, seek a balanced fulcrum between encouraging innovation and preventing and controlling risks, abide by regulatory neutrality while promoting market competition, and protect the rights and interests of financial consumers while promoting real market testing.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The evaluation values of 50 senior managers of enterprises shall be adopted and the average number shall be taken to get the result rounded off. The specific statistical table is shown in Table 1.

Table 1. Effectiveness of the sandbox supervision legal system in the financial technology era under the background of psychology.

Factor	Encourage innovation	Risk prevention and control	Market competition
Small business	4	3	4
Medium-sized enterprise	3	4	3
Large enterprises	4	3	3

Conclusions: The essence of financial science and technology is still finance, which cannot be separated from the economic demand and financial scene to talk about the innovation of business forms and advanced technologies, nor can it avoid the existence of risks, so it is necessary to give full play to the role of financial regulation. The regulation reform in the post-financial crisis era does not provide a reasonable insight into the financial technology and the regulatory challenges caused by it, making the traditional financial regulation model difficult to play its expected effect. Therefore, it is necessary to break the inherent shackles in the regulation of the financial technology industry, give full play to comparative advantages, study and deploy the regulatory technology that can penetrate and support the two links of “operation monitoring” and “effectiveness evaluation”, and actively explore the long-term effective regulatory mechanism of financial technology. There is no good or bad regulation model of financial technology, only whether it is appropriate or not, sandbox regulation is also the case, only to consider whether it can effectively meet the regulatory challenges brought by financial technology. Sandbox supervision should be coordinated with the pilot financial reform, in the Guangdong-Hong Kong-Macao Bay Area, Xiong’an New Area and free trade areas to pilot; We should also clear the channel between sandbox supervision and subsequent promotion, and assist in the smooth entry of financial technologies that have been tested and evaluated as qualified. Greater cooperation with extraterritorial regulators is also needed to try to achieve the idea of a “global financial innovation network” based on communication and exchange of information. Of course, sandboxed regulation is not a one-size-fits-all solution to all the challenges of the age of financial technology. Ultimately, it depends on the synergies between government and the market. Rather, it seems that sandboxed regulation can be an effective path to take at a time when “micro functional regulation” and “macroprudential management” are closely integrated.

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EXPLORATION AND APPLICATION OF MUSIC REVERSAL CLASSROOM TEACHING MODEL FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Psychology holds that human psychological process includes three aspects: cognitive

process, emotional process and volitional process. The process of cognition includes perception, memory, thinking, imagination and so on. The emotional process refers to people's emotional expression of things, such as passion, enthusiasm, mood, etc. The process of will is the psychological process of turning imagination and ideal into reality. Children's psychological development has a strong plasticity. In music teaching, teachers should understand students' psychological state and be able to guide and control students' psychological process, that is, to guide students from the perceptual to the rational cognitive process, arouse their rich emotions and cultivate their good psychological quality. In the concrete teaching activities, we should teach the students the ability of feeling, understanding and mastering the music connotation, grasp the different psychological characteristics of the students of different ages, and reasonably arrange the procedures and methods of music teaching. Therefore, music teachers should not only have the required music quality and theoretical knowledge of music education and teaching, but also master the laws and methods of music teaching, but also study and master the knowledge of students' psychology, and combine with teaching work closely to make music teaching more scientific. The rapid development of Internet technology speeds up the pace of music teaching reform. Music teachers in colleges and universities gradually integrate information technology and English classroom teaching. As a new teaching mode, Reversal Classroom comes into our sight and is popularized and applied gradually. Reversal Classroom is a kind of teaching mode emphasizing students' subjectivity, which is the product of information technology development. Based on the study of educational psychology, teachers can explore and analyze the college music teaching model from the perspective of classroom.

Objective: Music education is an important way to carry out aesthetic education. As an important part of quality education, music education plays an important role in improving students' psychological quality. Music is not only the art of emotion, but also plays a positive role in developing students' intelligence and moral character, and plays an immeasurable role in cultivating students' aesthetic ability, imagination and creativity. In order to better carry on the music education to the student, we may first understand student's psychological characteristic, and carries on the music education according to student's psychological characteristic.

Subjects and methods: The main aim of the reversal classroom is to innovate and reform the old classroom mode, to apply the modern information technology to the classroom, to bring the real value of cloud technology and big data into full play, and to improve the teaching efficiency and effectiveness of the classroom fundamentally. Music educational psychology is a subject that studies the psychological activities of teaching and learning in music education. It is the product of mutual penetration of music pedagogy and music psychology. From the angle of psychology, the subject of teaching music and learning the psychology and brain reaction of music. Therefore, the random selection of a school of 200 students, teachers consider the psychological characteristics of students, using flip classroom music teaching. In the inversion class, the educator can promote the completion of the music experiment activity by letting the students watch the teaching video resources, and can carry on the next course content teaching. The overall teaching time is 2 months, testing the students' scores and satisfaction, using spss20.0 software to analyze the statistical results.

Results: The result of this experiment shows that no student is dissatisfied with the teaching method, and the students' academic achievements are greatly improved. The students' satisfaction is shown in Table 1. Because in this kind of teaching mode, the student's question and the doubt can obtain the solution in the first time, radically improves in the traditional teaching mode the lazy psychology condition. The study of music art needs the students to have strong ability of innovation, while the full classroom teaching method of traditional music in colleges and universities suppresses the students' learning desire and enthusiasm completely, which makes it difficult for those students who have higher awareness of innovation and want to get more room for improvement to get the satisfaction of learning desire. With the further application of Flip Classroom, students get more opportunities for music practice as well as more freedom, so that they can participate in all kinds of music practice activities created by music educators more actively. Thus, in this process more freely choose their own good and favorite music theory knowledge and skills courses, greatly enhance the efficiency of college music classroom teaching.

Table 1. Psychological satisfaction of students.

Degree of satisfaction	Dissatisfied	General	Relatively satisfactory	With great satisfaction
Numbers	0	26	72	102

Conclusions: In recent years, with the deep application of Flip Classroom in college music courses, art education in colleges and universities has successfully stepped into a new era created by high- tech information technology, and has trained more and more versatile innovative talents for the music industry.

In order to adapt to the new teaching mode better, music educators in colleges and universities should renew their teaching ideas and teaching techniques, actively comply with the reform tide of music teaching in colleges and universities, and give full play to the educational wisdom and value of music teaching in the overturning classroom.

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THE COUNTERMEASURES OF ENHANCING THE INFORMATIZATION TEACHING ABILITY OF COLLEGE TEACHERS FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Positive psychology not only inherits the core of scientific psychology and humanistic psychology, but also makes up for some deficiencies existing in traditional psychology. Positive psychology emphasizes the positive content of human nature and pays attention to psychological and emotional problems, which has a positive impact on improving people’s psychological quality and behavior patterns. Informationized teaching ability is a kind of information teaching ability that teachers use modern information technology to scientifically carry out teaching design, develop and utilize teaching resources, rationally arrange every link of teaching design, and improve the quality of personnel training under the guidance of the teaching theory of psychology. Under the background of “Internet Plus”, teachers’ information-based teaching ability is very important for college teachers and teaching administrators. Therefore, college teachers should pay attention to the importance of positive psychology, give full play to its value advantages, enhance the sense of teaching effectiveness.

Objective: The information-based teaching is the necessity of the development of modern education, and it has brought the impact to the traditional teaching of teachers. The proportion of information technology in college education and teaching is increasing day by day, which requires college teachers to change their roles in the educational information environment. In order to adapt to the changing role, college teachers should constantly improve their professional skills, and the ability of information-based teaching is one of the important parts.

Subjects and methods: Psychology usually calls one’s subjective judgment of one’s own activity ability as the sense of efficacy. The sense of teaching efficacy of college teachers refers to his subjective judgment of his teaching ability or level. Positive psychology holds that the main reasons for lowering teachers’ teaching efficacy in colleges and universities are job burnout, traditional thinking and weak teaching ability. Therefore, in this study, 200 students were randomly divided into two groups, the control group and the experimental group, including 100 students. The control group only carries on the routine teaching, the experimental group based on the positive psychology promotion university teacher teaching potency, carries on through the following method: We should construct diversified assessment mechanism, create positive working environment, strengthen self-efficacy education, cultivate positive personality, improve EQ index and enhance positive emotional experience. In the above requirements, teaching. For one month, two groups of students were tested for teacher satisfaction. The results were statistically analyzed by SPSS15.0 software.

Results: The results of student satisfaction are shown in Table 1.

Table 1. Satisfaction results of two groups of students.

Group	Dissatisfied	General	Relatively satisfactory	Satisfy
Experimental group	2	47	38	13
Control group	15	62	18	5

It was found that the experimental group was more satisfied with the information-based teaching method than the control group. In order to improve students’ learning style and enhance teachers’ Informa ionization ability, we must speed up the construction of digital education resources sharing system and improve the construction of digital teaching information resources in various forms such as network courses, virtual

simulation training platform and general subject material library. Build an information-based comprehensive learning platform composed of professional websites, curriculum websites, teacher space, learning space, WeChat platform and so on, with the functions of online teaching, online learning and online assessment, and create good conditions for teachers to carry out information-based teaching and students' ubiquitous, mobile and personalized learning. Comprehensively promote the construction and application of real-name e-learning space, and further promote students' self-management, self-learning and self-service.

Conclusions: Educational Informationization is a process in which modern information technology permeates and merges all aspects of educational field. Informationized teaching can test teachers' ability and method of imparting knowledge, urge teachers to perfect and construct their professional knowledge system, promote teachers' teaching ability and professional development, and provide new ideas for college education and teaching management, promote the informationization and modernization of college education and the improvement of the quality of college education.

In order to improve the teachers' ability of information-based teaching, we must first establish the student-centered teaching thought and integrate the information-based teaching resources and teaching activities. Therefore, in the process of setting up relevant training contents, we should not only pay enough attention to modern information technology theory, but also further strengthen its practical application in teaching process. Teachers' information-based teaching ability is the full embodiment of the use and integration of information-based teaching resources.

This requires teachers to have the ability to process information and make Internet thinking video in the process of teaching, to analyze the course content by using the existing technology, and to show the course content to the students in the form of micro-class, so as to make it a shared information resource. As far as the teaching characteristics of colleges and universities are concerned, the training of teachers' information-based teaching ability mainly includes the training of basic teaching skills, teaching methods, basic information-based teaching techniques, interactive curriculum development and training, teaching process formation and integration of information-based teaching platforms.

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AN ANALYSIS OF THE OVERSEAS COMMUNICATION ROUTE OF CHINESE CONTEMPORARY LITERATURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Chinese culture has a long history, as early as the Tang Dynasty had the Silk Road, not only in the material and cultural exchanges, but also in the thought of more meaningful exchanges. With the continuous progress and development of society, more and more foreign students go out to study foreign knowledge and culture, and quite a few foreign students come to study Chinese culture. There are Confucius Institutes in many parts of the world, which has greatly promoted the overseas spread of Chinese culture. In recent years, with the development of China's economic strength and the improvement of its status in the world, the soft power of Chinese culture has also been enhanced, which has been valued and loved by more and more countries and people. It is believed that in the process of China's growing strength, there are more and more ways and means for the spread of Chinese culture abroad. There are two forms of cultural communication: active communication and passive communication. Cultural communication belongs to active and conscious communication, which can be disseminated by means of education, media and language learning. Chinese culture has a long history, the spread of Chinese culture has a positive impact on the integration of world culture. The overseas dissemination of Chinese contemporary culture is of great significance to the development of Chinese culture. Politics is the key to a country's development, but also an important perspective to understand a country. By spreading Chinese contemporary literature overseas, more countries can understand China's politics and the advantages of the socialist system. Incorporating more political elements into literary works or reflecting political standpoints in literary works is of positive significance to the development of China's political system. Every country in the world has its own different cultural background and details, and has great cultural differences. Cultural differences are the premise of cultural exchanges between different countries and nations. An important way for many readers abroad to

understand China is to read the works, not only from the historical level, but also from the realistic level, mainly referring to the traditional Chinese culture and experience. Therefore, the overseas dissemination of Chinese contemporary literature is of great significance to carry forward Chinese culture. China is a people-oriented country, the promotion of humanism to a certain extent expanded the breadth of overseas dissemination of contemporary Chinese literature. The works of ancient and contemporary Chinese literati publicize Chinese humanism, which is of great significance to strengthen the overseas dissemination of Chinese contemporary literature.

Objective: With the development of China, the communication of Chinese contemporary literature has become a hot topic in the domestic literary world, and the corresponding research has gradually increased. As early as ancient times, there is a precedent to spread Chinese culture to other countries in the world. With the inheritance and development of culture, it is necessary to spread contemporary literature overseas.

Subjects and methods: Social psychology is the study of the psychological and behavioral changes of individuals and groups in the social interaction, which can effectively promote the development of Chinese contemporary literature overseas. This article mainly carries on the investigation analysis from the social psychology to the enhancement contemporary literature overseas dissemination path way. By means of questionnaire, the effect of social psychology on transmission route was statistically analyzed.

Study design: Stratified cluster random sampling method was used to investigate 600 groups of different ages, different genders and different occupations. Randomly selected students, white-collar workers, retired population of 200 people each to conduct a questionnaire survey, a total of 600 questionnaires, 579 recovered, the number of effective copies of 563.

Methods: The influence of Excel statistical social psychology on the transmission path effect.

Results: The Chinese nation has a long history, as early as many years ago, language and education spread. Language communication and education communication have great influence, which makes the culture spread to other places actively, and also the aggressor's passive communication under the condition of war. With the continuous development and popularization of the Internet, the learning of Chinese and Chinese language and literature no longer only relies on offline communication and dissemination, but on the network and multimedia platform, which can maximize the dissemination of Chinese contemporary literature, whether it is profitable or not, and plays a positive role in the dissemination and promotion of Chinese and Chinese language and literature. The overseas media of Chinese contemporary literature can be activities or venues, which make use of the rich overseas venues and activities to enhance the dissemination of Chinese culture.

The overseas media of Chinese contemporary literature can be activities or venues, which make use of the rich overseas venues and activities to enhance the dissemination of Chinese culture. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 600 social groups shall be adopted and the average values shall be rounded off to obtain the results.

Table 1. Effects of social psychology on transmission path.

Factor	Dissemination of language and education	Multimedia communication	Events and venue communication
Student group	4	3	3
Working population	4	4	3
Group of retirees	3	3	4

Conclusions: China has a long history and cultural heritage. With the development of China's economy and the improvement of the country's comprehensive strength, Chinese culture needs to go abroad. China's soft power and hard power continue to grow, China advocates the community of human destiny, equality and fairness, so the overseas dissemination of Chinese contemporary literature is based on fairness and equality. The foreign policy after the founding of New China is equality and mutual assistance. To some extent, the equality of overseas dissemination of Chinese contemporary literature has proved the principle of equality and peace. The overseas dissemination of Chinese contemporary literature can make the world know and understand China and Chinese culture better and comprehensively, as well as other countries' literature, and promote the development of world cultural diversity. The overseas communication of Chinese contemporary literature can use historical experience for reference, and explore the communication mode in line with Chinese national conditions and culture. The overseas communication of Chinese contemporary literature can use historical experience for reference, and explore the communication mode in line with Chinese national conditions and culture. Language and education are one of the effective ways of cultural communication. As a civilized country with a long history, China has a long tradition of language and education communication.

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APPLICATION OF PSYCHOLOGICAL COGNITIVE BEHAVIOR IN ENVIRONMENTAL LANDSCAPE DESIGN

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Background: Psychological cognitive behavior in environmental landscape design is embodied in the role of environmental psychology. Environmental psychology is the study of the interaction between man and environment. In the process of interaction, individuals change the environment, in turn, their behavior and experience are changed by the environment. Environmental psychology is not only a marginal subject, but also a comprehensive subject, involving psychology, sociology, geography, cultural anthropology, urban planning, architecture and design art. It studies the relationship between human behavior and environment, including the research and practice aimed at utilizing and promoting the interaction between human and environment, and improving environmental design quality. So, there are two goals of environmental psychology in a broad sense. One is to study the interaction between human beings and environment, and the other is to use this knowledge to solve complex environmental problems. Starting from the second goal, we can also call environmental psychology as environmental behaviorism, which pays more attention to the relationship and interaction between environment and human's explicit behavior, i. e. emphasizing its application. Environmental behaviorism tries to study the reaction of human beings in the process of interaction between human beings and environment with the theory, method and concept of psychology, and feed it back to environmental design to improve the living environment and the quality of human life. Generally speaking, environmental behaviorism or environmental psychology is a field involving a large scope, its boundary is very unclear and is still developing. Its core is to pursue the benign interaction between human and material environment in various disciplines. From the point of view of the design field, environmental behaviorism is a science that understands and reveals what kind of environmental design is suitable for people's life, production and study. It helps designers think about what to look for when creating an artificial environment and how to help people use clues in the environment to achieve their goals and needs.

Objective: Residence is one of the basic living needs of human beings. Residence is the product of social history. In different historical stages, Residence is influenced by social system, social production, science and technology, life style and so on. Under the background of rapid development of urban construction in China, environmental problems are increasingly prominent, and environmental landscape design is facing a series of problems, opportunities and challenges. Building a harmonious space with the natural ecological environment is the key to create a high-quality living environment. It is of great significance to improve the design of environmental landscape through cognition, utilization of environment and space, optimization of environment, and analysis of human behavior and feelings in specific environment.

Subjects and methods: Environmental psychology is a form of psychological cognition, which can effectively improve people's perception of dwelling. This article mainly carries on the investigation analysis from the environmental psychology to the environmental design influence. The effect of environmental psychology on transmission route was statistically analyzed by sending out questionnaires.

Study design: Using stratified cluster random sampling method, 500 questionnaires were distributed to residents of different genders and ages, with a total of 500 questionnaires and 479 retrieved, with 463 valid copies.

Methods: The influence of Excel statistical environmental psychology on environmental landscape design was used.

Results: Behavior is the physiological and psychological changes caused by environmental stimuli. Environment provides a place for the occurrence of behavior. While the environment affects people, people also have a certain impact on the environment, constantly choose and improve the surrounding environment.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce individual subjective errors in the assessment, 500 inhabitants were assessed and averaged, and the results were rounded, with the statistical table shown in Table 1.

Table 1. Effects of environmental psychology on environmental landscape design.

Factor	Optimize the environment	Occupant behavior	Environmental perception of occupant
Resident	4	4	4

Conclusions: The boundary of environmental behaviorism or environmental psychology is not clear and is still developing. The core of environmental behaviorism or environmental psychology is to pursue the benign interaction between human and material environment. With the development of economy, the progress of social civilization and the improvement of life quality, the living environment changes constantly. Environmental protection, intelligence, ecology and economy are the indispensable material factors of the new residential areas, and people have more complex psychological needs for the living environment. Environmental psychology, as a comprehensive subject, studies the relationship between man and his surroundings from ecology, culture, language, society, psychology and so on, explores the meaning and form of architecture, embodies man's psychological needs in environmental design, and creates a brand-new architectural environment.

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PSYCHOLOGICAL QUALITY EVALUATION OF ENTERPRISE ACCOUNTANTS BASED ON INTELLIGENT FINANCE AND TAXATION BACKGROUND

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Background: At present, China's society is in a period of rapid and profound transformation, profound changes in social structure, profound adjustments in the distribution of benefits, and increasingly fierce competition, which have led to an obvious increase in various psychological barriers and psychological problems of employees in various industries. It is well known that the accounting industry plays a very important role in the economic development of our country. Small and medium-sized enterprises do not have a deep understanding of the intelligent finance and taxation system, are not familiar with the specific practice and operation, and have a relatively backward awareness of financial risks. Accounting personnel are faced with the pressure of technical renewal, leadership, staff and workers, tax and audit, etc. The psychological quality of accountants in enterprises has some problems, which will affect the production, operation and long-term development of enterprises. Optimizing the psychological quality of accountants can bring many benefits to enterprises, accountants and society. Evaluating the psychological quality of accountants helps to optimize their psychological quality, to improve work efficiency and enterprise benefit, to reduce brain drain, to reduce human resource risk, and to ensure the essential safety of accounting information.

Objective: The qualities of accounting personnel mainly include: political and ideological quality, professional ethics quality, accounting professional quality, comprehensive cultural quality, communication and coordination ability and physical and psychological quality. The comprehensive quality of accounting personnel is directly related to the correct implementation of accounting system and regulations. In recent years, under the background of intelligent finance and taxation, the change of the social environment of the accountants leads to the decline of the psychological quality of the quick personnel in enterprises.

Subjects and methods: Under the background of intelligent finance and taxation, 200 questionnaires were sent out to accountants of different SMEs to test their psychological characteristics. 186 questionnaires were collected, with a recovery rate of 93%. The questionnaire includes the accountants' opinions on the company system, the attitude to the company leadership and the idea of responsibility assignment, and tests the psychological characteristics of employees.

Results: 32.5% of the accounting personnel believe that the internal control of the company is imperfect at present, and 58.6% of the respondents believe that the control system of the company is too rigorous to restrict the professional judgment of accounting estimation, which shows that some internal control systems may have loopholes in reality, and some may be too complicated and rigorous to hinder the independent discretion and creativity of professional judgment of accounting. 37.5% believe that the division of labor in accounting estimates is unreasonable, and 32.1% believe that their scope of work and responsibilities are not very clear, and that the unreasonable division of labor is likely to lead to social inertia, and foster the speculation of financial information fraud by using accounting estimates. About the psychological quality characteristics of business accountants, the results are shown in Table 1.