

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