management strategy of dishes and service according to the customer's psychological demand to achieve the expected management goal. Customers from the desire to purchase behavior depends on whether the customer is "willing" to buy, and the most direct expression of customers is "satisfied" or "dissatisfied". In order to satisfy the customers, it is necessary to know the various demands of the customers, such as actual demand and potential demand, reasonable demand and irrational demand, etc. Customer satisfaction is a kind of psychological experience that customers feel satisfied after consuming the corresponding products. At the same time, it is also a kind of management means and technology to explore customer's demand market constantly, then try to satisfy this market, and get customer's satisfaction. As an enterprise, should be based on customer requirements, to set the product satisfaction. Therefore, in this study, using blockchain embedding network technology to select higher sales of food and beverage outlets, customers on the consumer psychology questionnaire survey. Randomly selected 200 customers, distributed questionnaires, and mailed small gifts to customers after the survey was completed. The content of the questionnaire includes various factors affecting consumption psychology, mainly including quality (function, material, reliability, safety and economy), food design (color, shape, volume and taste), quantity (capacity and set), delivery time (timeliness and randomness), price (minimum price, psychological price and minimum price to quality ratio), service (comprehensiveness, compatibility, attitude and convenience) and grade (name brand feeling, flavor, local characteristics and diversification).Make the customer carry on the dining appraisal to the above index, obtains user's satisfaction degree as well as the psychological attention degree. The results of SPSS20.0 were used.

Results: Based on the evaluation of 200 customers, the statistical results are shown in Table 1.

Table 1. Customers' attention to various indicators of restaurants.

Indicators	Quality	Meal design	Quantity of meal	Delivery time	Price	Service	Grade
Attention/%	100	68	41	72	86	79	53

From this we can see that modern people pay great attention to health and health, the number of people concerned about food quality accounted for 100%, and compared with the number of indicators of low attention to food. This shows that customers pay less attention to the index, in the actual order, there may be customers want to try a variety of food, and not limited to the matching business.

Conclusions: Determine the customer's attention, to understand the customer satisfaction with the food, food and beverage business to improve food and beverage. Therefore, this paper puts forward the consumption psychology research of the online catering operation mode embedded in blockchain.

* * * * *

THE THEORY AND PRACTICE OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

Shunqian Li[1,2]

[1]School of Marxism, Nanjing University of Aeronautics and Astronautics, Nanjing 211106, China
[2]School of Marxism, Tianshui Normal University, Tianshui 741000, China

Background: The core of ideological and political education is to educate and guide college students comprehensively with Marxist theory in China, to make them understand the value of political life, the theoretical form of Chinese economic practice and the law of scientific development, to form a firm identity of road, theory, system and culture, to continuously improve the moral level of college students and to realize the balance of morality and wisdom. Ideological and political education must also actively respond to the opportunities and challenges of the new era, theoretical and methodological innovation to drive the rapid development of the discipline. The realization of the goal of ideological and political education is inseparable from four unifications: First, the unity of fact and value. This is the scientific law that the subject of ideological and political education should follow when teaching, and is also the starting point of ideological and political work. Second, the unity of identity and internalization. This is the object of ideological and political education in the teaching process of the key. Ideological and political work is also an urgent need to overcome the difficulties; Third, the unity of knowledge and ability. This is the requirement of combining theory and practice closely, and it is also the standard to measure whether the

students are qualified or not. Fourth, the unity of knowledge and action. Governing facts with theory and promoting theory with fact are the advanced goals of ideological and political education. Among them, the high unity of identification and internalization is the psychological basis for college students to form the theoretical consciousness, thinking consciousness and action consciousness.

Objective: Ideological and political theory is the product of the combination of Marxist theory with the practice of Chinese revolution and socialist construction, and it is a scientific theoretical system gradually formed with the in-depth exploration of the practice of Chinese revolution and socialist construction. The connotation of ideological and political theory is very rich, the denotation is very broad, involving politics, culture, nationality, history, value, society and other fields. In theory, this study is first of all conducive to the development and enrichment of ideological and political education research threshold to promote the continuous improvement and development of the discipline system; Secondly, it is beneficial to broaden the focus of psychological research on the breadth and depth of college students, and promote the integration of psychology and ideological and political education. In order to find out the real psychological state of college students in the process of learning ideological and political theory, a self-designed questionnaire was used to investigate the effectiveness of ideological and political education among third-year students in 4 undergraduate colleges.

Subjects and methods: A total of 500 questionnaires were distributed and 495 questionnaires were collected, with a return rate of 99%. According to the criteria of screening questionnaire. 1, Lack of basic information;2, More than four questions are not selected;3, inconsistency between the title and the item;4, The same handwriting;5, Violation of the requirements for item options) Screening the questionnaires, discarding the invalid questionnaires, numbering and inputting the remaining questionnaires, and obtaining the data of 472 subjects. The effective rate of the questionnaire was 95.35%. At the same time, random interviews were interspersed with face-to-face communication to listen to the inner voices of college students and capture more key information. Of those surveyed, 46 were party members (9.2 per cent). There were 429 members (85.8 per cent) and 25 members (5 per cent). Above method obtains student's psychological state. Totally 200 students were randomly divided into two groups. In the process of ideological and political education, the experimental group considers the management psychology and constructs the management mechanism of ideological and political education in colleges and universities in the view of psychology. Using various management means to organize, coordinate, supervise and implement in a planned way, to restrain the behavior of college students reasonably, to promote the harmonious development of college students' ideological and political quality, ideological and moral quality and psychological quality, and to realize the management system and principles of educational objectives. The control group only had normal teaching. The experiment lasted 1 month. Statistical software SPSS15.0 and Excel were used for statistical data of different groups.

Results: Applying the psychological ideas to the ideological and political education of college students, the psychological states before and after the two groups of experiments are counted, and the results shown in Table 1 are obtained.

Table 1. Statistical results.

Group	Before and after the experiment	Psychological anxiety score
Experimental group	Before the experiment	4.39
	After the experiment	2.05
Control group	Before the experiment	4.67
	After the experiment	3.88

From the results in Table 1, we can see that the two groups of students before and after the experiment of psychological anxiety state is basically the same. After the experiment, the psychological anxiety of the students in the experimental group was relieved, which proved that the ideological and political education can promote the students to have a better learning state.

Conclusions: College students' identification with ideological and political theory is a kind of emotion belonging and thinking consciousness formed by cognition, feeling and experience of ideological and political theory. The internalization of college students' ideological and political theory is a strong and stable psychological connection based on the positive emotion generated by individuals, emotional identification, rational identification and practical examination. At this time, ideological and political theory has been integrated into the individual's ideological system and value system, and can verify the pluralistic value of ideological and political theory at any time in daily life.

* * * * *

A PROBE INTO THE CONSTRUCTION OF APPLIED MATHEMATICS TEXTBOOKS IN HIGHER VOCATIONAL COLLEGES BASED ON THE IDEA OF OBE FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

Yeqin Chen & Jianyin Rong

Department of Quality Education, Jiangsu Vocational College of Electronics and Information, Huai'an 223003, China

Background: Positive psychology is the science of human well-being, happiness, and development. In 1988, Seligman, as president of the American Psychological Association, coined the term "positive psychology" for the first time on official occasions. Positive psychology is the science devoted to the study of the vitality and virtues of ordinary people. It advocates the exploration of human virtues such as love, forgiveness, gratitude, wisdom and optimism. It is advocated that psychology should take man's inherent, potential and constructive power, virtue and goodness as the starting point, stimulate man's own internal positive power and good qualities, and utilize these positive power and good qualities to help ordinary people or people with certain talents to maximize their potential and obtain a good life. At present, the research on positive psychology mainly focuses on positive emotion and experience, positive personality, positive social environment and so on.

Results-based education is called OBE for short. As an advanced educational concept, it has been widely recognized and has become the mainstream of education reform in many developed countries. Mathematics is a compulsory course for many majors in higher vocational colleges. Through the study of these courses, the students can not only master the basic theory and method of mathematics, but also strengthen the creative consciousness, improve the ability of scientific calculation and practical operation and application.

Objective: Under the influence of tradition, the construction of applied mathematics textbooks in higher vocational education is basically carried out under the guidance of "mathematics teaching problems". In the view of positive psychology, the innovation of teaching materials construction in higher vocational colleges can effectively cultivate students' positive mental quality and improve their mental health level. Therefore, as a kind of non-intelligence factor, positive emotion plays a vital role in the construction of applied mathematics textbooks in higher vocational colleges.

Subjects and methods: Using the OBE concept in the field of positive psychology to construct higher vocational applied mathematics textbooks can not only make students master the basic theory and method of mathematics. At the same time, it can strengthen the mathematics foundation necessary for studying the follow-up courses and engaging in engineering technology in the future, and strengthen the consciousness of innovation, form scientific thinking methods, and improve the ability of abstract thinking, logical reasoning, scientific calculation and practical operation and application. This article mainly from the positive psychology, through the innovation teaching idea, the rich classroom content and the renewal teaching method carries on the research analysis to the promotion mathematics teaching material effect.

Study design: Using stratified cluster random sampling method, this paper evaluates the grade applicability of 100 mathematics textbooks in higher vocational schools. Randomly selected from 10 higher vocational colleges, a total of 10 of each grade of mathematics textbooks, through the actual learning effect of students to evaluate.

Methods: Using Excel statistics positive psychology to mathematics teaching material construction effect.

Results: Through the positive psychology innovation education idea, constructs the higher vocational colleges engineering mathematics curriculum system, through the curriculum teaching achieves the student study ability promotion. Multiple and echelon classroom contents are constructed in mathematics classroom. At the same time, the evaluation results are used to master each student's learning state and promote learning enthusiasm and initiative. Abandoning the traditional test-oriented education methods, updating teaching methods, from the mathematical system to achieve positive design principles.

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.

Conclusions: Positive emotion experience is the positive emotion that people experience, such as happiness, interest, alertness, etc. Specifically, in dealing with the past, can play satisfaction, satisfaction and other positive experience; In dealing with the current aspect, people can obtain happiness, happiness and other positive experience; In dealing with the future, people can maintain an optimistic and hopeful attitude towards life. Positive personality traits include optimism, love, communication skills, virtues,