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## 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

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**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,

writing ability, sensitivity, creativity, talent, spirituality, tolerance, perseverance, courage, defense mechanism, wisdom, concern for the future, self-determination, etc. In addition, a person's good adaptability to the environment is actually a positive psychological quality. Through the construction of OBE teaching materials in the view of positive psychology, the students' learning ability and learning level can be effectively improved and the students' all-round development can be promoted.

**Table 1.** Effects of positive psychology on mathematics textbook construction.

Factor	Innovative teaching idea	Enrich the classroom content	Renew teaching methods.
Mathematics textbooks	3	4	4

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## AGRICULTURAL ECONOMIC SERVICE MODEL AND ITS IMPLEMENTATION PATH BASED ON CONSUMER PSYCHOLOGY THEORY

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**Background:** After the tide of agricultural economy, industrial economy and service economy, the experience economy will become the latest mainstream of human society economy. It is the precondition for the emergence of experience economy to improve people's material living standard to a certain extent and to have certain consumption capacity. In this economic state, economic service mode and implementation path not only need to meet people's basic functional needs, but also provide consumers with a strong sense of experience. This experience element is attached to the products and services. When the experience process is over, the experience feeling will exist in the consumer's memory for a long time, and the consumer is willing to pay for the experience. The consumer will get emotional and psychological satisfaction because of participating in this process personally. Generally speaking, experience is a kind of emotional psychological feeling, which is produced in a specific time, place and environment. It has the characteristics of situation, difference, continuity, uniqueness and creativity. Experience design can effectively promote the transformation and upgrading of agricultural economic service mode. Early experience design was put forward in the direction of business strategy reform. In order to make consumers feel better experience, enterprises need to integrate products, services and environment. Compared with the use of the product itself, the experience design pays more attention to the user's emotional experience, the user's psychological feelings when using the product. Consumer psychology mainly studies the psychological state of consumers in the process of demand, selection, purchase, use, evaluation and disposal of related products. Consumer's interests and hobbies, consumer group's psychological characteristics and consumer demand are closely related to experience design. Consumer's psychological moment affects the agricultural economic service model.

**Objective:** Under the background of economic globalization and Informa ionization, the cross integration of agriculture and service industry is a new opportunity for agricultural economic development. Modern information technology innovation, the gradual decline of traditional agriculture, the gradual rise of new cross-industry. The development thought and operation mode of consumption psychology gradually permeate into agriculture. The mutual penetration and integration of modern agriculture and service industry have broken the barriers of division of labor of the original industries, and formed a new industrial value network of agriculture and service industry, which has a positive impact on promoting the transformation and upgrading of agricultural economic service mode and implementation path.

**Subjects and methods:** Using the theory of consumer psychology, this paper studies the agricultural economic service model and its implementation path. This article mainly carries on the research analysis from the commercial pattern, the market fusion, the policy innovation and the profession fusion four aspects.

**Study design:** According to the consumption psychology, the agricultural management mode and the development idea are updated to improve the actual integration degree.