

political and ideological problems and solve them in time. Network language is also constantly new, strange and brilliant, with fresh vitality and strong appeal. Modern timely interaction and other network platforms are often mixed with some “emoticons” and some strange “codes”, which students like and easy to accept. Therefore, the ideological and political work in colleges and universities should learn to use new languages and sentence patterns adapted to the network language environment to narrate, express and spread. It is necessary to spread the socialist road with Chinese characteristics and our theoretical culture, capture the hot media events, follow the concerns of students, highlight the timeliness, and pay attention to the innovation and enrichment of content, Strengthen the voice of college students in Ideological and political education.

Table 1. Some results of students’ psychological emotion about “discourse power of Ideological and political education in Colleges and universities”

Psychological emotion	Query	Miscellaneous content	Single form of expression	Nonstandard
Proportion of people / %	21.3	47.2	32.4	15.2

Conclusions: Improving the discourse power of Ideological and political work in colleges and universities is the embodiment of actively responding to the call of the state and doing well the ideological and political work in colleges and universities. It not only plays an important role in enhancing the effectiveness of Ideological and political education in colleges and universities, but also helps to maintain the correct orientation of national ideology to a certain extent. The research on improving the discourse power of Ideological and political education in colleges and universities is not achieved overnight. It is a gradual, long and complex process. Its promotion needs to cooperate with all forces and coordinate various factors. It requires educators and educates to work together to make the discourse subject, discourse content, discourse form and discourse carrier complement each other, so as to jointly realize the effective promotion of Ideological and political discourse power in colleges and universities and promote students’ positive response.

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ON THE DISSEMINATION AND CULTURAL CONNOTATION OF THE ECOLOGICAL CIVILIZATION OF THE YELLOW RIVER UNDER SOCIAL PSYCHOLOGY

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Background: The so-called ecological civilization, in a narrow sense, is to improve the relationship between man and nature, emphasize sustainable development, oppose the predatory use of resources and energy, and require the construction and protection of the ecological environment. Therefore, at the economic level, ecological civilization requires that economic activities meet the requirements of sustainable development and pursue the harmonious coexistence between man and nature. Specifically, we should vigorously develop the circular economy, strive to promote low-carbon production and green development, optimize the pattern of land and space development, and comprehensively promote resource conservation. At the political level, ecological civilization requires the party and government to establish a correct concept of ecology and development, and take ecological civilization as an important work to realize, develop and safeguard the fundamental interests of the people. Attach great importance to the institutional construction of ecological civilization, strengthen environmental supervision, govern strictly according to law, and actively carry out international cooperation with governments of all countries. As an important part of China’s overall development strategy, the ecological protection and high-quality development of the Yellow River involves many disciplines and practical problems. Social psychology refers to the study of the occurrence and change law of psychology and behavior of individuals and groups in social interaction. Social psychology discusses interpersonal relationships at the individual level and social group level. Based on

social psychology, from a broad perspective, the ecological civilization of the Yellow River is a stage of the development of human civilization and an inheritance and development of primitive civilization, agricultural civilization and industrial civilization. The proposal of the concept of ecological civilization has deeply reflected on the living state of human beings, and once again systematically constructed the way of human existence, with special emphasis on and attention to human consciousness and self-discipline, which is a major progress and development of the form of human civilization. Specifically, in terms of cultural values, we should establish value needs, norms and objectives in line with the laws of nature, and pursue the form of cultural ethics with the basic purpose of harmonious symbiosis, virtuous circle, all-round development and sustainable prosperity. In terms of lifestyle, we should practice the concept of sustainable consumption with the goal of meeting our own needs without harming the interests of others. In terms of social structure, ecology infiltrates all aspects of social organization and social structure, and pursues a virtuous circle between man and nature. The cultural nature of ecological civilization is that ecological civilization has become the mainstream consciousness of modern society. Due to the worsening environmental problems, our understanding of the relationship between man and nature is also deepening and developing, emphasizing the harmonious coexistence between man and nature.

Objective: The early Chinese culture, namely the Yellow River culture, relied on farming as the mode of production and development. The ancestors of the Yellow River Basin knew how to get along with nature and how to obtain more development resources by using the laws of nature since ancient times. At the same time, they also summarized many unique ideas about ecology. The unique ecological concept in the Yellow River culture pursues the harmonious coexistence with nature and the living state of sustainable development.

Subjects and methods: The views and judgments of ecological civilization still need to be geographically and systematically, so as to form a discourse system with Chinese characteristics and characteristics of the times, enhance China's advantages in participating in international ecological protection, cultural exchanges and other fields, and effectively safeguard China's core interests and responsible big country image.

Study design: Three cities were randomly selected, and 100 people were randomly selected from each city. A total of 300 people were surveyed. A total of 300 copies were distributed, 289 copies were recovered, and the number of valid copies was 278. Based on social psychology, the questionnaire analyzes its impact from four aspects: understanding the culture of ecological civilization in cultural connotation, understanding the nationality of ecological civilization in cultural diversity, grasping the times of ecological civilization in cultural inheritance and understanding the value of ecological civilization in a cultural power.

Methods: The spread and cultural connotation of the ecological civilization of the Yellow River under social psychology are analyzed by Excel statistics.

Results: For the survey results, the influence values of specific factors are quantified in four grades 1-4. 1 means irrelevant, 2 means slight influence, 3 means average influence and 4 means obvious influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 300 people is adopted and the average is taken to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Communication and cultural connotation of ecological civilization of the Yellow River under social psychology

Factor	Culture	Nationality	Epochal	Value type
City1	3	3	4	3
City2	3	3	4	4
City3	4	4	3	3

Conclusions: Building ecological civilization and taking the road of sustainable development is the bounden moral obligation and responsibility of contemporary people. Ecological consciousness is the moral quality that modern citizens should have. The "Eight Honors and Eight Disgraces" in the socialist core value system clearly puts forward that "we are proud of loving the motherland, advocating science and working hard." the construction of an ecological civilized society needs the support of science and technology and everyone's concept practice. Ecological civilization can be used as an important entry point to strengthen ideological and moral construction, cultivate and carry forward socialist core values, and improve moral quality by guiding students to love nature, respect natural laws, protect the ecological environment, practice diligence and thrift. Through ecological civilization education, let each individual start from bit by bit, from around us, and contribute to the construction of a beautiful China.

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RESEARCH ON THE CHANGE OF E-COMMERCE OPERATION MODE BASED ON THE CHANGE OF CONSUMPTION PSYCHOLOGY FROM THE PERSPECTIVE OF CONSUMPTION PSYCHOLOGY

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Background: The emergence of E-commerce is the inevitable product of the development of the times. The rapid development of network technology in the 21st century is the backing of the rapid development of electronic commerce in modern times. E-commerce is a new way of marketing, which relies on network technology, so it has the characteristics of openness, low cost, high efficiency and no regional restriction. People can get the goods from any area they want through the Internet, which brings a lot of convenience to people's life, but people can't see the goods in time only by pictures to know the quality of products. E-commerce in people's lives more and more influence, consumer psychology is also with the development of E-commerce changes. The service subject of E-commerce is mainly individual consumers, not enterprise collectivity. The age, sex, occupation and education level of the consumers are different in different areas. The large proportion of young people in the consumption of modern E-commerce leads to the special psychological characteristics of the consumers. The goods in E-commerce not only include furniture, food, toys, clothes and so on, but also include travel service, stock and fund trade, which can reflect the special consumer group in E-commerce.

Objective: With the advent of the Internet era, the consumer groups under the E-commerce model are expanding day by day, and the development of media shape brings about the change of consumer mental model. Therefore, it is of great significance to study and analyze how E-commerce marketing changes and develops according to the psychological change law of marketing subject and object.

Subjects and methods: This paper mainly studies and analyzes the operation mode of E-commerce from the perspective of consumer psychology. Through cultural taste, personalized, convenient and efficient and cheap quality. A third-tier city was randomly selected to issue questionnaires to the citizens.

Study design: A population of 500 groups was investigated using stratified ensemble random sampling methods. Five hundred questionnaires were issued, 478 were recovered and valid were 461.

Methods: The change effect of E-commerce operation mode by using the change of consumer psychology from the perspective of Excel statistical consumption psychology.

Results: Consumers' consumption motivation has much to do with their cultural education and social development. Consumers with different cultures and social backgrounds and their lifestyles have different consumption psychology and motives. With the collision of different cultures, the rise of modern E-commerce has also promoted the collision of global culture, but also played a great impact on people's consumer psychology. Modern people are receiving cultural information from all over the world, and people are more and more like to show their unique characteristics. The commodities in the traditional marketing mode can only meet people's basic consumption psychology and demand for services. People's growing curiosity and pursuit of personalized psychology bring greater challenges to the traditional marketing. The advent of E-commerce marketing model, reducing the geographical restrictions on the sale of goods, but also brought the pursuit of personalized demand for goods. Modern people are busy with work, life pressure no more time and energy to choose goods, people are increasingly pursuing efficient, convenient consumption patterns. Whether it is traditional consumption and E-commerce mode of consumption, people are very concerned about the price of goods. In the traditional consumption mode, people cannot intuitively compare the prices of the same item in different stores, traditional stores need to pay attention to salesmen and rental shops, these factors also increase the cost of the goods in the traditional physical stores, so the things that people buy in the traditional shopping mode are not very cheap. When people shop on the Internet, they can compare the prices of the same kind of goods intuitively, because the merchants don't need a lot of people and stores in the network platform, the cost is lower, and the prices of goods in the network marketing mode are more transparent, and the E-commerce marketing mode is easier to meet people's psychology of good quality and low price, which provides consumers with the convenience of price comparison.

The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 500 groups are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

Conclusions: Since the arrival of the 21st century, the rapid development of network technology. Along with the development of online shopping, the rise of E-commerce has also changed people's consumption