

Finally, innovate the teaching methods of Ideological and political course in colleges and universities. When the traditional ideological and political teaching effect in colleges and universities is not ideal, the use of psychological counseling is an effective way to make up for the existing ideological and political teaching methods. The way of psychological counseling is mainly to communicate with students through words or other ways, solve students' psychological questions and ideological confusion, guide and establish correct "Three Outlooks", improve students' mental health level, so as to better adapt to the society. On the one hand, psychological counseling is carried out in the way of propaganda, such as counseling freshmen in terms of environmental adaptation, interpersonal relationship and self-evaluation, adjusting the moral psychology of sophomore and junior students, guiding the employment psychological problems of senior students, teaching students skills to alleviate psychological contradictions and solving students' ideological confusion. On the other hand, conduct psychological counseling in the way of dialogue and reasoning, find out the crux of students' Ideological and psychological problems in face-to-face dialogue and information exchange with students, so as to make students convinced and form a positive and healthy state. In this process, teachers should pay attention to the equal relationship with students and embody democratic dialogue and exchange in order to win the trust of students. It should be a two-way communication process, through students' talk and teachers' guidance, so as to better carry out ideological and political education. No matter what kind of teaching method is adopted, students should be willing to accept it, and create a college ideological and political classroom in which students love to listen, teachers love to speak, students benefit and teachers improve.

Conclusions: With the development of higher education, ideological and political education in colleges and universities plays a more and more important role in the whole higher education system. Only by better integrating psychological knowledge into Ideological and political education in colleges and universities, we further strengthen the effectiveness of Ideological and political education in colleges and universities and improve the ideological and political quality of college students through the study of psychological knowledge. Only by making up for the shortcomings of the original ideological and political education in colleges and universities can we continuously improve the teaching work in colleges and universities, further emancipate the mind, seek truth from facts, constantly improve the new situation of college students' work, cultivate more and better talents for China's education and make due contributions to the prosperity and strength of the country.

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PSYCHOLOGICAL ANALYSIS AND RESEARCH ON THE MOTIVATION OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION -- BASED ON DATA MINING METHOD

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Background: At present, with the fierce competition in the talent market, college students' innovation and entrepreneurship have attracted extensive attention, and the improvement of college students' innovation and entrepreneurship ability is the focus of attention. Focusing on the current situation and existing problems of college students' innovation and entrepreneurship ability, this paper constructs an evaluation system of college students' innovation and entrepreneurship ability based on data mining technology and defines the specific direction of improving college students' innovation and entrepreneurship ability. Compared with traditional data warehouse applications, big data analysis has the characteristics of large amount of data, various data types, complex query and analysis, etc. However, it has fast processing speed, can quickly obtain correct and accurate information from various types of data, and bring high value return. To some extent, big data is the cutting-edge technology of data analysis. It has been widely used in business intelligence services, E-commerce marketing, public services, education services and other fields. At present, the construction of campus platforms in many domestic colleges and universities has gradually become mature. With the deepening of application, the ability to generate and collect data has been greatly improved. Large scale data information generated by various entities in the campus has been stored, and

many detailed education information data have been accumulated in various business platforms. Use big data technology to deeply process, mine, analyze, refine and transform the accumulated large amount of unstructured data into effective information and knowledge, so as to provide systematic and scientific decision-making guidance for innovation and entrepreneurship education and talent ability training. In addition to relevant professional knowledge, college students' innovation and entrepreneurship ability should also include psychological factors related to innovation and entrepreneurship. In the scientific exploration of innovation and entrepreneurship, psychological factors affect the decision of college students' innovation and entrepreneurship and the development degree of innovation and entrepreneurship action. The research plays a decisive role for researchers and policy makers. Self-confidence, sense of responsibility, perseverance, creative thinking, problem-solving ability, interpersonal skills, anti-frustration ability and so on are all the necessary basic qualities for innovation and entrepreneurship, but it is not easy to have these qualities. Through data mining and data analysis, formulate the evaluation system of college students' innovation and entrepreneurship ability, let college students understand their innovation and entrepreneurship ability, and further explore their own innovation and entrepreneurship path.

Objective: As college students' innovation and entrepreneurship have attracted extensive attention, the improvement of college students' innovation and entrepreneurship ability is the focus of attention. This paper first analyzes the current situation and existing problems of college students' innovation and entrepreneurship ability, then further constructs the evaluation system of college students' innovation and entrepreneurship ability based on data mining technology, and finally focuses on the promotion strategy of college students' innovation and entrepreneurship ability under the current situation.

Subjects and methods: The scientific evaluation system of college students' innovation and entrepreneurship ability cannot only accurately evaluate the innovation and entrepreneurship level of classroom students, provide data help for teachers' personalized teaching, but also test the classroom teaching effect of teachers, so as to improve the classroom teaching effect. The evaluation system of innovation and entrepreneurship requires not only the evaluation of theoretical knowledge, but also the evaluation of practical ability. Such courses not only study the theory of innovation and entrepreneurship, but also pay more attention to the training of practical application of innovation and entrepreneurship courses, which can effectively improve the disadvantages of "emphasizing theoretical knowledge and neglecting practical application" in the current innovation and entrepreneurship education, and gradually improve China's innovation and entrepreneurship education system. Through the results of the "evaluation of college students' innovation and entrepreneurship ability", college students can clearly understand their entrepreneurial ability and entrepreneurial prospects. Therefore, students can learn their lack of knowledge and skills from reality, make continuous progress and become successful, this paper analyzes the new mode of the combination of the two. Based on the questionnaire survey, literature and practical problem experience, the network questionnaire system and random sampling method are adopted. Through the questionnaire invitation link and based on the original database, the method of comparative research is adopted to realize the perfect judgment of data mining methods. Using the method of data analysis, this paper points out the psychological motivation of college students' innovation and entrepreneurship.

Results: When studying the motivation of college students' innovation and entrepreneurship education based on data mining methods and psychology, it is concluded that we should first improve the college students' innovation and entrepreneurship education system, which also needs to clarify the talent training objectives of innovation and entrepreneurship education, cultivate innovative spirit and innovative thinking, improve innovation and entrepreneurship ability, and promote students' personalized development and comprehensive quality. Formulate the training route of innovative and entrepreneurial talents, establish the collaborative education mode of innovation and entrepreneurship, and achieve college department collaboration, school collaboration, school enterprise collaboration, and government enterprise collaboration.

Secondly, reform the innovation and entrepreneurship curriculum, and realize that the reform of innovation and entrepreneurship curriculum is an important link to improve college students' innovation and entrepreneurship ability. As the basis of cultivating innovation and entrepreneurship ability, college students' innovation and entrepreneurship course should explain the combination of "method" and "knowledge", and pay attention to "practice" and "theory". At present, the innovation and entrepreneurship curriculum education of college students in China focuses on the teaching of theoretical knowledge and lacks the practical guidance of innovation and entrepreneurship. But the theoretical knowledge is very boring, which leads to the classroom cannot stimulate students' interest in learning. The direction of innovation and entrepreneurship curriculum reform in the future should be to build a classroom teaching model that pays equal attention to "theory and practice" to stimulate students' learning motivation. The reform of innovation and entrepreneurship curriculum requires not only teachers, but also schools and policies. Government departments should give more policy support to college students' innovation and entrepreneurship and cultivate a strong innovation and entrepreneurship atmosphere. The school should combine its own school

running characteristics, establish a scientific evaluation mechanism for innovation and entrepreneurship education courses, and dynamically adjust in teaching practice, in order to constantly improve itself and keep pace with the times.

Thirdly, we can effectively establish a team of practice teachers to guide college students' innovation and entrepreneurship. In this process, the school can select teachers to form a practice team, which can not only give students guidance on professional knowledge, but also better explore students' own potential and give students positive guidance in practical projects. The composition of teachers in the team is very important. They can be selected from various disciplines and dynamically adjusted with scientific research projects and practical training cases as the classroom theme. At the same time, they should pay attention to teachers' industry practical experience, provide training opportunities for teachers, and build a team of innovative and entrepreneurial practice teachers who master discipline frontier and industry experience.

In addition, the government should also encourage college students to develop new technologies. The government can further cooperate with colleges and universities and enterprises to provide venues, funds, guidance and other service support for college students' innovation and entrepreneurship through the integration of resources. Through the integration and coordination of government, enterprise, university and research, build a technological innovation system integrating college students' innovation and entrepreneurship practice, entrepreneurship incubation, innovation and entrepreneurship training and innovation and entrepreneurship service functions, which can not only improve the ability of enterprises to make original innovation, integrated innovation and introduce digestion, absorption and re innovation. It can also effectively improve the training effect of college students' innovation and entrepreneurship.

Finally, build an innovation and entrepreneurship practice platform for students, and fully realize that the construction of college students' innovation and entrepreneurship practice platform is the key to the improvement of college students' innovation and entrepreneurship ability. College students' theoretical knowledge and practical ability of innovation and entrepreneurship can be tested through the practice platform, and continuously improved and improved through the training projects of the platform. By holding various forms of innovation and entrepreneurship competitions, the innovation and entrepreneurship practice platform can provide college students with an opportunity to show themselves. Students can not only experience the difficulties of innovation and entrepreneurship, but also realize the importance of teamwork. The construction of college students' innovation and entrepreneurship practice platform should be the top priority of college students' innovation and entrepreneurship curriculum construction, which is of great significance to the improvement of College Students' innovation and entrepreneurship ability.

Conclusions: In the era of big data, the information obtained by data mining is automatically analyzed and deeply mined to form more valuable analysis results for previous, current and future education. With the application of big data technology and the deepening of innovation and entrepreneurship education reform, colleges and universities integrate the implementation of innovation education while promoting quality education, to cultivate creative high-quality talents in line with the market development trend. At the same time, it is noted that the internal psychological characteristics of individuals are a key factor to determine the ultimate success of innovation and entrepreneurship activities. It should be noted that not every college student is required to realize their self-worth through entrepreneurship, but no matter what career they engage in in the future, the improvement of innovation and entrepreneurship psychological quality is of great benefit.

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EFFECTS OF DIFFERENT LANDSCAPE ENVIRONMENT DESIGN STYLES ON RESIDENTS' PSYCHOLOGICAL COGNITIVE PREFERENCE

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Background: Landscape design creates a good, suitable and harmonious environment for people, and aims to solve the relationship between environment and people. Environmental psychology mainly explores the relationship between people and the environment. In landscape design, we should follow the "people-oriented" principle, meet people's physiological and psychological needs, and consider people's psychology, so as to correctly recognize the relationship between human behavior and the environment, in order to scientifically and artistically make higher quality landscape planning works, so as to enrich people's life, achieve natural ecological balance and environmentally sustainable development. Psychological research shows that, to a large extent, we acquire knowledge and establish contact with the outside world in the