

situation of Ideological and political education is still very serious. According to the investigation of dissatisfied people, it is found that there are the following reasons: 1. More than half of people believe that the main reasons for dissatisfaction are the boring content and the uninteresting teaching of teachers. 2. 23% of the people think that this course is not useful for finding a job, and their ideas are more utilitarian. 3. Another 15% chose courses that were difficult and others. Therefore, it is imperative to change the teaching methods and innovate the teaching content (this problem eliminates the influence of external factors such as environment and Society).

**Conclusions:** Under the background of positive psychology, the reform of Ideological and political curriculum education needs to apply the concept of positive psychology better and more comprehensively, and take the reform of Ideological and political curriculum education as daily work. Psychology is essentially a discipline that continuously affects individual behavior according to guidance and inspiration. The transformative application and attempt of positive psychology in Ideological and political course education should pay more attention to the influence on students from shallow to deep.

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## THE INFLUENCE OF UNIVERSITY EDUCATION MANAGEMENT REFORM ON RELIEVING STUDENTS' ANXIETY AND PSYCHOLOGICAL EMOTION UNDER THE PERSPECTIVE OF INTERNET PLUS

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**Background:** The “Internet Plus” is an organic integration of the Internet and traditional industries to promote the transformation and upgrading of traditional industries, and in essence is a new form and new business form that the interaction between modern information technology and innovation 2.0 promotes the economic and social development. The “+” of the “Internet Plus” cannot be simply understood as addition or plus, but should be “chemical”, an upgraded version of the integration of the two industries, and an extraction of core features such as the Internet thinking and its technology to fully integrate with traditional industries and industries. However, such integration is not a simple superposition of  $1 + 1 = 2$ , but rather a “polymerization reaction” of  $1 + 1 > 2$  generated through innovation, in which innovation is the key. At the same time, the “+” of “Internet +” is not only the “+” in technology, but also the “+” in thinking, idea and mode. Thus, it can be seen that the “Internet Plus” campus does not simply connect the Internet to the interior of colleges and universities, but applies the Internet platform to widely apply a new generation of information technology and deeply integrate it into the fields of teaching, management and life of colleges and universities. It is to learn from the concept and model of the Internet to transform traditional industries, take the needs of teachers and students as the orientation, apply Internet thinking and modern information technology to promote the reform and innovation of education, teaching and management systems and mechanisms of colleges and universities, build intelligent, diversified and intelligent campuses, promote the transformation and upgrading of traditional education and management of colleges and universities, and realize the overall “sublimation” of colleges and universities from the bottom up and from the inside out.

In recent years, under the strategic deployment of the State for vigorously implementing the modernization of governance system and governance capacity and promoting the construction of education information technology, most colleges and universities have established relatively complete basic network, hardware facilities and other supporting systems and application systems for serving teaching, research, decision-making and management, which have played an important role in the teaching, research, service and management of colleges and universities, and have made great achievements in the construction of information technology in colleges and universities. Under the background of the implementation of the “Internet Plus” Action Plan, the construction of “Smart Campus” is a new development stage, an inevitable trend and a better prospect after the traditional, electronic and digital construction of university informatization. However, “Smart Campus” is a new concept from concept, theoretical research, frame work design to specific implementation. At present, there is no clear and unified definition and standard. It is the core idea of intelligent and intelligent campus construction to realize the transformation from the traditional application system to the service system. Therefore, smart campus construction planning must adhere to the people-oriented and user-demand-oriented principle, integrate and optimize the allocation of various information resources, establish a mature application of campus wireless and wired seamless

connection, build a fixed network and wireless network terminal digital campus integration, realize information interconnection and data sharing, and provide various information services in a timely, accurate, efficient and anytime so as to continuously improve the management level and efficiency of colleges and universities and promote the transformation and upgrading of traditional education and management, and the high level development of internal governance system and governance capacity of colleges and universities.

**Objective:** The traditional education and management of colleges and universities in the “Internet Plus” era is facing unprecedented new situations and challenges. Under the background of the “Internet Plus” era and the informatization construction of colleges and universities, colleges and universities must seize the opportunity of change, reshape the concept of management, establish the Internet thinking, accurately understand the concept and connotation of the “Internet Plus” campus, fully apply the new generation of information technology into the education, teaching and management services of colleges and universities and deeply integrate it into the education, teaching and management services of colleges and universities, take the construction of intelligent and intelligent campuses as a starting point, promote the informatization construction of colleges and universities, and promote the transformation and upgrading of higher education in China and the construction of first-class universities and disciplines. At the beginning of the reform, there were various problems, which caused a lot of troubles to the college students, even affected the mood of college students and caused anxiety. This study analyzes the impact of the reform of college education management on students’ anxiety and emotion under the perspective of Internet plus.

**Subjects and methods:** A total of 1000 questionnaires were randomly selected from many colleges and universities, including 600 questionnaires online and 400 questionnaires offline, using online and offline methods. The questionnaire includes the impact of Internet plus times on students’ life and learning style, how to treat the reform of college education management and the change of college students’ anxiety and emotion. The questionnaire was collected on the spot, with a total of 1000 questionnaires, with a response rate of 100%. If there is more than one blank or most options are the same consecutively and all options are the same, the questionnaire will be invalidated, and the final effective questionnaire will be 912 and the effective rate will be 91.2%. The questionnaire results were analyzed by SPSS17.0 software.

**Results:** The result of the survey shows that some students are doubtful about the challenge of the reform of higher education management in the Internet Plus era, and believe that there are some deficiencies in higher education management: Firstly, emphasizing hardware construction rather than theoretical research. Second, the lack of top-level design and planning guidance. The third is to ignore user demand-oriented and personal experience. Fourth, the “smart campus” lacks educational characteristics. Based on the above, the results are shown in Table 1.

**Table 1.** Results of students’ psychological reactions to the changes in higher education management in the internet plus era

Psychological emotion	Value theory	Educational characteristics	Value personal experience	Actual design planning
Percentage of population/%	21.3	35.8	47.3	37.4

**Conclusions:** Through investigation and research, it is found that the reform of educational management in colleges and universities has a positive impact on easing students’ anxiety and emotion. Higher education is undergoing the baptism of the Internet wave. In the tide of Internet era, “Internet +” campus is not only a strategic opportunity but also a strategic necessity. Our country higher education must dare to meet the challenge, to make the transformation, by a more open posture embraces the Internet. The innovation vigor of “Internet Plus” education will make the traditional education industry full of vigor and vitality. Towards the “Internet +” campus, building a smart campus is the inevitable trend of university information construction, but also the main theme of university information construction in the next decade.

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## MARKETING BEHAVIOR OF AGRICULTURAL PRODUCTS FROM THE PERSPECTIVE OF PSYCHOLOGY

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