

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

Yina Feng

School of Business Administration, Sichuan Vocational College of Finance and Economics, Chengdu 610101,

China

Background: The important influence of psychological factors cannot be avoided in economic research. Psychological research believes that people's needs, motivation, attitude, personality and other psychological factors affect and lead to people's behavior. Of course, economic behavior is also affected by psychological factors. Therefore, the theories of economists such as Smith, Ricardo, Marshall and Keynes include analysis methods based on psychological behavior, research on the marketing of agricultural products. The interdisciplinary research of economics and psychology has been affirmed by the academic community. Professor Richard Sale of the Business School of the University of Chicago, the winner of the 2017 Nobel Prize in economics, is committed to the interdisciplinary research of economics and psychology, builds a bridge between the economic and psychological analysis of personal decision-making, and is one of the founders of behavioral economics. It is of great significance to consider psychological factors in economic research. When people's economic conditions change, they can use their complete and consistent preference system, constraints and external conditions to affect people's consistent purchase behavior.

Most of the major domestic E-commerce platforms sell fresh agricultural products, and there are many medium-sized professional fresh platforms, but the profit ratio is low. It seems that most of the E-commerce platforms for fresh agricultural products are still in the investment stage. Compared with other types of commodities, the development of online sales of agricultural products is slightly slow. However, in recent years, some small-scale online sales of agricultural products have achieved success. Some farmers, farms and cooperatives sell their agricultural products by publishing network information, publishing trends in the circle of friends, establishing WeChat sales group and other means, and have achieved good benefits by means of intra city delivery or express home delivery. Therefore, we can use psychology to analyze the psychological factors of purchasing groups and promote the sales of agricultural products.

Objective: Psychology economics is an interdisciplinary subject of psychology and economics. In the era of network economy, it is more realistic to study the marketing behavior of agricultural products from the perspective of network psychology. Therefore, this paper uses the network psychological economy theory to analyze the important role of psychological factors such as conformity psychology, community psychology, price psychology and green consumption psychology in promoting the sales of agricultural products.

Subjects and methods: This paper mainly analyzes the impact of psychology on the sales of agricultural products. It is studied from four aspects: herd psychology, community psychology, price psychology and green consumption psychology. A third-tier city was randomly selected and a questionnaire was distributed to citizens to statistically analyze the impact of psychology.

Study design: 500 people were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 489 were recovered, and the number of valid copies was 473.

Methods: The effect of Statistical Psychology on agricultural product marketing behavior was analyzed by using Excel.

Results: Conformity is not only the same behavior as others, but also refers to changing their behavior or beliefs due to others. It is a common purchase motivation of consumers. This motivation is easier to be stimulated in small-scale farmers' online sales. Only by fully understanding the needs of consumers can we really control sales. After several shopping experiences, the target customers of xiaonong.com will gradually form a shopping community. They have similar shopping tendencies and interests, interact and communicate through WeChat groups or other platforms, and gradually form a demand preference and stable purchase motivation for a certain type of agricultural products. The members of each shopping group sold by xiaonong.com are relatively close in terms of economic income and cultural level, and have a relatively unified price preference psychology. With the strengthening of people's awareness of environmental protection and health, the concept of green consumption began to gradually affect the behavior mode of consumers. Organic agricultural products, green products and pollution-free agricultural products have become the priority products of some consumers.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 groups is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of psychology on marketing behavior of agricultural products

Content	Group psychology	Community psychology	Price psychology	Green consumption psychology
Student group	3	5	5	3
Working group	4	4	4	4
Retired group	5	3	4	5

Conclusions: Psychology is a science that studies people's psychological activities and their laws. The combination of psychology and economics constitutes economic psychology and psych economics. Economic psychology is a new subject that comes from the combination of economics and psychology. Its core is to use psychological theories and methods to study economic phenomena, analyze people's economic behavior from the perspective of psychology, and the psychological factors that form and affect economic behavior, including motivation, attitude, will and expectation. This paper uses the concept of psychological economics to study and analyze the marketing behavior of agricultural products. With the rapid development of information technology, network economy is booming. The combination of psychology and network economy can better analyze and predict the economic activities of agricultural product marketing.

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CONCRETE IMPLEMENTATION OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Juan Wu

School of Marxism, Chengdu University of TCM, Chengdu 610000, China

Background: Influenced by their own personality, growing environment and college life experience, contemporary college students are generally fidgety and anxious. Although moderate anxiety is of some positive significance to individual's life, anxiety is, in the final analysis, a negative mentality, which brings a series of negative influences as well as positive ones. Therefore, it is urgent to strengthen the ideological and political education of college students and solve the problem of college students' psychological education. The traditional teaching of ideological and political theory course is the most important and basic carrier in college students' ideological and political education. However, after entering the 21st century, facing the intricate political and ideological development situation at home and abroad, more and more colleges and universities begin to realize that we should not only rely on the traditional ideological and political theory courses as a single transmission channel of ideological and political education, but must actively broaden and innovate the teaching carrier of ideological and political education of students by carrying out a new mode of education of curriculum ideology and politics, so as to enrich the ways for students to receive ideological and political education. From a deeper perspective, the ideological and political education concept of college curriculum can effectively promote the healthy development of students' psychological quality. Colleges and universities should not only reform the traditional ideological and political education by adopting the new educational concept of curriculum ideological and political education, but also broaden the vision of ideological and political educators by facing the modernization, the world and the future, break through the limitations of the traditional ideological and political education in colleges and universities, and study the laws of psychological and behavioral changes in the interaction between ideological and political psychological education and psychotherapy by using the knowledge of educational psychology, so as to open up the new situation of ideological and political education in colleges and universities today.

Objective: With the continuous deepening of the new curriculum reform, there are more obvious problems in the ideological and political curriculum education in higher vocational colleges. Therefore, it is necessary to explore the path of ideological and political education reform in higher vocational colleges from the perspective of educational psychology.

Subjects and methods: Educational psychology plays an active role in guiding the reform of ideological and political education in higher vocational colleges, which can help students to establish correct values and learning concept. This paper mainly analyzes the applied value of educational psychology from the reform measures of ideological and political education in higher vocational colleges. Through the establishment of "student-oriented" education and teaching concept, strengthen the cultivation of teachers' personal quality and skills, establish ideological and political theory education and teaching feedback mechanism, pay attention to ideological and political education and teaching process, and evaluate students in many ways. Randomly select 3 higher vocational colleges as the research object, distribute questionnaires to their students, and count the results of ideological and political education reform.

Study design: Stratified cluster random sampling method was used to investigate 500 students. Random sampling of 500 students to conduct a questionnaire survey, age is not limited, gender is not limited, professional is not limited. Distribution of 500 questionnaires, the recovery of 963 valid questionnaires.