

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

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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.

Methods: Using Excel statistics of students of all ages to accept the ideological and political education courses in colleges and universities, to analyze the results of curriculum ideological and political teaching reform.

Results: In the actual teaching work, we should firmly carry out the teaching idea of student-oriented, fully stimulate students' initiative and creativity in learning, so as to realize the resonance with students' thoughts and consciousness, fully stimulate students' interest in learning, and better carry out the teaching work of ideological and political courses. Ideological and political course teachers treat ideological and political course teaching as a major course by changing the traditional formal concept of ideological and political course teaching to arouse students' enthusiasm. Through a variety of ways to discuss with students, timely understanding of vocational students in mind and learning activities of the problems, the implementation of guidance for students, in the late education to improve. Attach importance to the evaluation of fairness and hardness indicators, give students unqualified evaluation, promote the importance of education and education of students, standardization.

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 great error caused by individual subjectivity in the evaluation, the evaluation values of 500 students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Contents of educational psychology on ideological and political teaching reform in higher vocational colleges

Content	Higher vocational college A	Higher vocational colleges B	Higher vocational colleges C
Student-oriented education and teaching concept	4	4	5
Personal quality and skill training of teachers	4	5	4
Teaching information feedback mechanism	4	3	3
Multifaceted assessment of students	4	3	4

Conclusions: In essence, psychology is a subject that continuously influences individual's behavior according to guidance and inspiration. But educational psychology in higher vocational colleges ideological and political curriculum education of transformative use and try, should pay more attention to the implementation of the impact of students. Educational psychology attaches great importance to human nature, life and society, and pays attention to exploring people's inner potential and virtue. In order to ensure the healthy development of students, we need to infiltrate the idea of educational psychology into the whole process of ideological and political teaching in vocational colleges. Under the background of educational psychology, the reform of ideological and political curriculum education in higher vocational colleges needs better and more comprehensive application of educational psychology.

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IDEOLOGICAL IMPACT IN ANCIENT CHINESE LITERATURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY-TAKING THE BOOK OF SONGS AS AN EXAMPLE

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Background: Social psychology is a science that studies the occurrence, development and change law of individual psychological activities under specific social living conditions from the perspective of the interaction between society and individuals, that is, the problem of "how to think". Social psychology can effectively study 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. The research contents at the individual level include: individual socialization process, communication, speech development, partners, the impact of family and living environment and school on individuals. The research contents at the social group level include: group communication structure, group