

psychology on reform. Primary school, junior middle school and senior high school are selected as the research objects, and questionnaires are distributed to their students to count the impact of educational psychology on the reform of teaching management in colleges and universities.

Study design: A stratified cluster random sampling method was used to investigate 1000 students. One primary school, junior middle school and senior high school in each city, county and town were randomly selected, and one class was randomly selected from each grade. A total of 12 classes were surveyed, 1000 questionnaires were distributed, and 1000 valid questionnaires were recovered.

Methods: The effect of teaching management reform in colleges and universities based on Excel statistical educational psychology.

Results: Educational psychology can manage students from the psychological level, help students solve psychological problems through appropriate psychological counseling, and guide students to actively face various challenges in learning and life. As a positive educational concept, educational psychology can effectively cultivate students' collective consciousness, make students clear their value orientation in the team, and effectively cultivate students' excellent character by combining it with teaching management. As a positive and innovative educational theory, educational psychology can help students enhance their courage to overcome difficulties and form tenacious character.

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 personal subjectivity in the evaluation, 1000 students are used to evaluate the value and take the average to obtain the result, which is determined by rounding, the specific statistical table is shown in Table 1.

Table 1. Effect of teaching management reform in colleges and universities based on educational psychology

Factor	Dredge psychology	Establish the spirit of collectivism	Creative ability
Primary school	5	4	5
Junior high school	5	4	4
High school	4	5	4

Conclusions: Under the background of continuous enrollment expansion of higher education, the number of college students continues to grow, and the enrollment standards and scope are expanded, resulting in an obvious gap in students' quality. Many students have limited learning ability and are difficult to bear the high-pressure learning environment, resulting in learning weariness. Educational psychology can help students dredge their psychological problems. Colleges and universities are a collective learning and growth environment, which has high requirements for students' collective consciousness. At the same time, under the background of building morality and cultivating people, value education has become an important direction of talent training in colleges and universities. Therefore, it is of practical significance to effectively cultivate students' values and promote the reform of teaching management in colleges and universities through the combination of educational psychology and teaching management.

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THE PSYCHOLOGICAL LINKS AND STRATEGIES OF ANXIETY OF PARTY BRANCH PERSONNEL IN COLLEGES AND UNIVERSITIES

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Background: Colleges and universities play an important role in party building, and grass-roots party branches in colleges and universities are important support in party building. In order to better implement the party's policies and party building, colleges and universities have established a work assessment and evaluation system for grass-roots party branches so that relevant personnel can work in strict accordance with the rules and regulations. The assessment and evaluation system for the work of grass-roots party branches in colleges and universities mainly assesses the work of party construction in colleges and universities and party members themselves. With the establishment of the system, the behavior of Party members and Party construction have been standardized to a certain extent. However, at present, there are still some problems in the assessment and evaluation system of grass-roots party branches in colleges

and universities, and the relevant systems need to be improved. Therefore, it will bring anxiety to the Party branch personnel in colleges and universities. At present, the assessment and evaluation of the work of grass-roots party branches in colleges and universities is mainly aimed at the supervision and management of the administrative work carried out by colleges and universities and the political leaders of colleges and universities, as well as the assessment and evaluation of them. The purpose of establishing the work assessment and evaluation is to promote the implementation of party construction in colleges and universities, cultivate the strong party construction consciousness of party members in colleges and universities, improve the political consciousness of Party members through the work of Party branches, Build the Party branch of colleges and universities into an organization with advanced ideological and political concepts. The construction of the assessment and evaluation system for the work of grass-roots party branches will implement the work of party branches, play a positive role in the reform and innovation of party construction in colleges and universities, and make colleges and universities become high-level colleges and Universities under the leadership of the party.

The anxiety of Party branch staff in colleges and universities mainly comes from the fact that party members believe that the quality of life of party organizations is not high, that the political function of party branches of some teachers in colleges and universities is not strong, that they do not have a clear understanding of the function, that the work of party branches is weakened and marginalized, that they have a one-sided understanding of the relationship between party construction and business, and that the assessment constraints of party construction are difficult to quantify compared with teaching and scientific research. There is a problem of valuing business over Party building, replacing politics with business, so as to weaken the theme of Party building. On the other hand, a small number of teachers and Party members are not firm in ideals and beliefs and have a weak sense of the party. They regard participation in the life of Party organizations as a burden and do not actively participate in activities. Some members of the leading group rarely participate in the organizational life of the branch, and the implementation of the dual organizational life system of Party members and leading cadres is not strict and realistic. 22.1% think that "the exemplary role of leading cadres is not played enough, and supervision is missing". In addition, the party branch's awareness of problems is not strong, and the party's organizational life does not touch the thoughts of party members and answer their doubts. Some college teachers' party branch secretaries are unwilling or unable to do due to their lack of ability, lack of authority, lack of discourse power and influence, and have great randomness in doing their work, which is difficult to fully mobilize the enthusiasm of party members and effectively promote the branch work. All the above reasons bring anxiety to the Party branch personnel.

Objective: In order to arouse the enthusiasm of party members, promote the work of party branches, enhance the meaning of party branch personnel, and alleviate the anxiety of party branch personnel in colleges and universities, it is urgent. Through the understanding of the psychology of uniformed personnel, this paper makes changes from the following aspects and studies the feasibility of the strategy. First, build an ideological and cultural system, consolidate the ideological basis of the organizational life of teachers' party branches, and highlight the purpose. Second, build an organizational system, enhance the organizational function of teachers' party branch organizational life, and highlight pragmatism. Third, build a dynamic system to stimulate the vitality of teachers' party branch organizational life and enhance creativity. Fourth, build a security system, consolidate the institutional basis of the organizational life of teachers' Party branches, and adhere to standardization.

Subjects and methods: 20 party branch personnel in colleges and universities were randomly selected and investigated in the form of interview. The interview time shall be controlled within 20 - 40 mins. The interview contents include attitudes and suggestions on the development of the party branch work in colleges and universities, the current satisfaction with the party branch work and their own psychological evaluation. Through the above four reform methods, interview the interviewees again to express their views, whether the problems causing anxiety at work have been solved, and whether the psychological anxiety has been alleviated.

Methods: The influence of party branch personnel in colleges and universities on anxiety psychological link mitigation strategies was counted by Excel.

Results: The survey results are quantified by five grades of 0-4. 0 means irrelevant, 1 means slight impact, 2 means average impact, 3 means obvious impact and 4 means full impact. In order to reduce the large error caused by personal subjectivity, the evaluation values of 20 Party branch personnel of each company are taken as the average, and the results are rounded. The specific statistical table is shown in Table 1.

Conclusions: The party branch of university teachers is the basic unit for education, management, supervision and service of teacher party members, the battle fortress for implementing the party's line, principles and policies to the grass-roots level of colleges and universities, the bridge link for the party to unite and contact the majority of teachers, and the important support for running a socialist university with Chinese characteristics. The party's organizational life is an important content and carrier of the party's

political life and an important form of education, management and supervision of Party members. It is of great significance to seriously the organizational life of the party branch of university teachers, to build the party branch into a school for educating party members, the core of uniting the masses and a fortress for overcoming difficulties, to improve the combat effectiveness, cohesion and appeal of the party branch of teachers, to promote the implementation of the requirements of comprehensively and strictly administering the party, and to implement the fundamental task of building morality and cultivating people.

Table 1. The influence of party branch personnel in colleges and universities on the mitigation strategies of anxiety psychological links

Factor	Ideological and cultural system	Organizational system	Dynamic system	Guarantee system
Party branch personnel	4	3	4	3

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RESEARCH ON THE INFLUENCE OF INVISIBLE PSYCHOLOGICAL NEEDS ON PRODUCT DESIGN

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Background: From the development of ancient society to today’s scientific and technological society, human psychology has also been sublimated in the long evolution. From the earliest problem of only meeting their food and clothing, to the later aesthetic problem, and then to the current problem of taste and fashion, it can be said that products are developing in the process of continuously meeting people’s needs. At the same time, human demand psychology is also changing with the emergence of new products, so as to promote the continuous progress of the whole human society. With the development of social economy, people’s living standards have been greatly improved. People’s demand for products has also changed from the possession and wealth of goods to the pursuit of self-existence and personality differences. Their pursuit of material and spirit is different from the past. This pursuit has developed from simple “usable” to “convenient and durable” and then to “happy to use”. This also means that the era of “mass consumption” has entered the era of “class consumption”, products have evolved from standardization to differentiation, and people are more and more inclined to buy the symbolic value of products. Moreover, product design is not an artistic creation in a complete sense, because designers not only have to express their emotions in design, but more importantly, designers should meet the psychological needs of the audience to the greatest extent through product design.

Product design aims to meet people’s needs. It first meets people’s physiological needs, and then meets people’s spiritual requirements. Therefore, products have two different characteristics: One is the use characteristics of products. Second, the of products should meet the spiritual needs of users and the aesthetic characteristics of consumer culture. With the increasing improvement of people’s aesthetic outlook, they can have higher and higher requirements for products. According to psychological theory, after their basic needs are met, they have begun to challenge high-level invisible needs. Therefore, it is also an unprecedented challenge for product design.

Objective: With the progress of science and technology, product design has developed very fast in social production and life, and psychology has also developed a lot different branches, such as consumer psychology, study the psychological phenomena and behavior laws of consumers in consumer activities. Design psychology studies people’s psychological state through consciousness on design. At the same time, it also studies people’s psychological state in the process of design creation. Therefore, the application of invisible psychological needs in design is very important. If there is a lack of knowledge of demand psychology in design, designers often misunderstand the main problems to be solved in design.

Subjects and methods: This paper mainly studies and analyzes the influence of invisible psychological needs on product design. It is studied from three aspects: color, shape and function. Randomly select a third-tier city and issue a questionnaire to the designer.

Study design: 600 designers were investigated by stratified cluster random sampling. 600 questionnaires were distributed, 581 were recovered, and the number of valid copies was 567.

Methods: Use Excel to count the impact of invisible psychological needs on product design.

Results: The color of products acts as a bridge between products and people, that is, it plays a role of