knowledge courses. In addition to the infiltration of innovative spirit training in ideological and political courses and professional curriculum education, it is also necessary to set up specialized courses in innovation and entrepreneurship aimed at enhancing the spirit of innovation and imparting knowledge and skills of innovation and entrepreneurship, so as to strengthen the cultivation and highlight the effectiveness.

Conclusions: Under the situation of the rapid development of multimedia technology, the innovation and entrepreneurship education of college students has become the core work that colleges and universities must carry out at this stage. At present, the entrepreneurship education implemented in our country's colleges and universities has not fully met the needs of college students' entrepreneurship, the effect is not obvious, there are still many problems that need to be further improved. As for how to further improve the current college entrepreneurship education, the government, university administrators and many scholars have made active exploration and research, and think that the effective integration of ideological and political education and entrepreneurship education, giving full play to the functions and advantages of ideological and political education may be a big way of thinking to solve the existing problems of entrepreneurship education.

Table 1. College students' entrepreneurship environment questionnaire

Category	Project	Number	Value (%)
Government environment	Good venture capital protection policy	905	71.00
	The government has a sound legal policy on college students' entrepreneurship	691	54.76
	The government has preferential policies for college students to start their own businesses	604	47.82
	Government can help college students avoid some entrepreneurial risks	446	35.08
	The government's publicity on entrepreneurship is strong.	1041	81.00
College environment	Create a cultural atmosphere	992	77.15
	Establishing training institutions	98	7.56
	Establish a curriculum	224	18.04
	Establishing an advisory body	303	23.75
Social environment	Establish Inge communication platform	452	35.02
	Establishing a resource base for college students' entrepreneurship success stories	610	48.03
	Hire entrepreneurship experts to guide entrepreneurship	346	26.76
	Establishing a tracking file for college students' entrepreneurship services	106	8.23

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REFLECTIONS ON THE TRAINING MODE OF DANCE TALENTS IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF INTERNET PLUS SOCIAL PSYCHOLOGICAL ADAPTATION

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Background: Internet plus is a further practical result of Internet thinking, is the driving force for the continuous evolution of economic patterns to stimulate the vitality of social and economic entities, which provides a vast network platform for reform, innovation and development. In popular terms, "Internet plus" is "Internet plus various traditional industries". However, this is not simply a combination of the two. Instead, it uses information and communication technologies and Internet platforms to deeply integrate the Internet and traditional industries and create new ecological development. It represents a new social form, that is, it gives full play to the optimization and integration of the Internet in the allocation of social resources, deeply integrates the innovation results of the Internet into the economic and social domains, and enhances the innovation and productivity of the entire society, thus forming a broader Internet-based

infrastructure and realizing new forms of economic development. Colleges and universities can gradually shift to the cultivation of "Internet plus" application talents with innovative capabilities through reforms in training objectives, curriculum systems, teaching methods and evaluation systems.

Study design: In the practical training mode of professional dance, due to different professional orientation and characteristics of universities, there is no common standard for the construction of dance major in China.

Subjects and methods: The questionnaire was conducted among 263 students majoring in dance, a total of 263 questionnaires were issued and 247 questionnaires were collected. The effective questionnaires were 224 and the recovery rate was 94.7%. Data were statistically processed using SPSS 19.0 and AMOS 21.0, as Table 1.

From Table 2, we can see that the values of X^2/df, GFI, NNFI, CFI, RMSEA and SRMR are within a reasonable range and the SEM fitting degree of the scale is high.

Table 1. Study data statistics of students majoring in dance

Basic information	Category	Number of people	Percentage (%)
In the grade	Freshman	32	23.39
	Sophomore	46	25.61
	Junior	84	24.68
	Senior	15	26.33
School level	985 colleges and universities	18	9.78
	211 non-985 colleges and universities	31	16.85
	First-rate university	73	39.67
	Second-rate university	45	24.46
Time for dance students to learn dance	Under 3 years	34	15.17
	3 years to 4 years	61	27.23
	4 years to 5 years	92	41.07
	Above 5 years	37	16.52

Table 2. The goodness index of fit of the scale

Scale	X^2/df	RMSEA	SRMR	GFI	CFI	NNFI
Curriculum	2.34	0.042	0.038	0.924	0.932	0.970
Teaching mode	1.87	0.0158	0.027	0.910	0.949	0.939
Teacher level	2.46	0.043	0.026	0.911	0.930	0.948

Results: From the survey results, we can see that the curriculum of dance majors in the "Internet plus" background includes basic curriculum settings, professional curriculum settings, and elective curriculum settings. In general, students' satisfaction is low, especially in professional courses. The curriculum system is the main carrier of talent cultivation in colleges and universities, which is the bridge between education idea and education concept. It is necessary to optimize the original curriculum system to cultivate the versatile dancers. In order to help students, construct the composite knowledge system and comprehensive ability, colleges and universities should adopt the method of adding new media related curriculum modules to construct the curriculum system of "multi-disciplinary integration". The advantage of this kind of reform is that the university can make rapid adjustment without affecting the original curriculum system through the operation of modularization. After the reform, the curriculum system still follows the basic idea of the curriculum system of dance specialty.

Conclusion: The dance industry has entered the era of Internet operation. The talents required by society should meet the actual needs of the background of "Internet plus". College dance professionals need to be systematically trained. Only by optimizing the current dance professional curriculum system, constantly exploring new teaching methods and actively expanding the student's teaching platform can universities develop new talents adapted to the development of modern society.

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RESEARCH ON INTELLIGENT MANUFACTURING INNOVATION ENGINEERING OF GARMENT ENTERPRISES BASED ON CONSUMER PSYCHOLOGY

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Background: In recent years, due to the sharp rise in human costs, the garment manufacturing industry, as a labor-intensive industry, is facing many new pressures. The production mode of garment enterprises began to change, gradually changing from human intensive to technology intensive. The state has put forward the made in China 2025 strategic plan. How should garment enterprises deal with industrial transformation and upgrading and intelligent manufacturing. This paper expounds the solutions and countermeasures of intelligent manufacturing in garment manufacturing enterprises from the aspects of design technology innovation, production technology innovation and management technology innovation.

Subjects and methods: This paper expounds the solutions and Countermeasures of Intelligent Manufacturing in garment manufacturing enterprises from three aspects of design, production and management. In the design link, implement design digitization and introduce PLM mode. In the production process, MES system based on Internet of things technology is used to monitor the production process in real time, so as to promote enterprises to make full use of various production resources and reasonably arrange production. In the management link, through the integration of ERP, PLM and MES systems, collaborative manufacturing and integrated management and control are realized, and the effective integration of the overall information flow, logistics, capital flow, value flow and business flow of the enterprise is realized, so that managers at all levels can timely understand the quantity and use of various resources of the enterprise, so as to provide scientific basis for senior managers' business decisions, effectively improve the core competitiveness of enterprises.

Study design: From the study of the characteristics of consumer psychology, it is found that consumer psychology has five obvious characteristics: clear purpose. Once consumers have determined their motivation to buy a product, they will form the purpose of purchase and consumption driven by motivation; The direction is clear. Consumers have a full understanding of the goods they need to buy. The direction of this consumption is different according to different consumption needs, and it needs to be analyzed specifically according to the nature of the products. Active and conscious consumption. The formation of consumer psychology may be driven by consumers' own preferences and consumption habits, or stimulated by some external publicity. However, once consumers have determined their consumption purpose, they will consciously and actively choose their own purchase behavior and purchase method. The motives are diverse. Every consumer will form different consumption motives because of different consumption habits. In the face of different commodities, consumers' motives are diverse. Even the same commodity may show different consumption needs and motives in different situations. These systems are all manifested in the diversity of consumption motives. A combination of motives. When consumers buy a commodity, it is often composed of a variety of different motives, and each motivation shows different roles. This is the so-called motivation combination. The motivation combination exists in the consumption of any commodity, but how much they combine.

Methods of statistical analysis: Pursue the psychology of "reality". Truth seeking, as the name suggests, refers to a psychological state in which consumers pay attention to the quality, performance and other characteristics of purchased goods, but do not pay attention to the appearance, shape and other external characteristics of goods. This kind of consumption psychology is the most common and common in the current consumption process. Especially in some daily necessities, consumers' demand for function is far greater than their demand for appearance.

Results: Design technology innovation. Fashion design is affected by many factors such as fashion, consumer demand, style, positioning, structure, materials, technology, cost, culture and so on. Garment enterprises usually set the design R & D center in the popular central city, which requires designers to cooperate and efficiently transmit fashion, technology and other information to enterprises in time. The digitization, networking and informatization of design solve these problems well. Computer aided design technology makes the garment industry, a labor-intensive industry, digitized and promotes the rapid development of the garment industry. Commonly used general design software include Photoshop, CorelDRAW, illustrator, etc. Clothing professional software includes Gerber CAD, Lectra CAD, Fuyi CAD, etc.

Conclusions: In the Internet age, genes with zero distance interaction and distributed symbiosis will penetrate more widely. The characteristics of modern manufacturing industry such as digitalization of