

Study design: With the continuous development of the Internet, the concept of “people-oriented” interactive design has gradually penetrated into the hearts of the people. Interactive design focuses on people-oriented user needs. However, there are no specific design principles to evaluate how to meet user needs in the design process. The emergence of design psychology provides a direction for the theoretical system of interactive design. Psychology is a discipline that studies people’s psychology and behavior. Therefore, in the process of interaction design, psychology can help us analyze people’s behavior from people’s psychological characteristics with scientific methods, so as to make the interaction more in line with users’ psychological expectations, so as to have a better user experience.

Methods of statistical analysis: As an interdisciplinary specialty, interaction design psychology is a very important part. The purpose of design is to solve problems and give users a better experience through better solutions, so users’ psychology is the core of our grasp of user experience. Psychology is one of the basic research projects on users’ experience and feeling of solutions. Based on the introduction of the concepts of design psychology and interactive design, this paper puts forward that interactive design should pay attention to the needs of users, not only meet the design requirements of usability, but also meet the psychological needs of users in the process of use, and puts forward the principles and methods of interactive design of design psychology.

Results: Psychology in usability design. Usability design is based on understanding the connotation of usability and following the usability method. It has no fixed mode and process, but a design concept. Usability design is a design concept that takes improving the usability of products as the core and takes user needs, user behavior and user psychology as the design objectives. From the perspective of users, usability is very important because it can enable users to achieve their goals accurately with a pleasant mood, rather than making users feel stupid in the process of use. From the perspective of developers, the user availability principle is an important principle to measure the success of a system. From the perspective of managers, products with poor availability will greatly reduce market competitiveness, and people will not buy products.

Conclusions: To sum up, interaction design can understand users through psychological characteristics, emotional demands and behavior laws. Starting from interaction design theory, this paper summarizes the important relationship between design psychology and interaction design through usability research and user experience research. As a systematic and comprehensive theoretical discipline that studies the psychology of users, producers, designers and other product related personnel, design psychology plays a very important role in interaction design and provides theoretical guidance and design basis for interaction design. With the further development and improvement of the design system, the application of design psychology in various design fields is bound to be more in-depth and play a greater role in the whole design field.

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RESEARCH ON EDUCATION AND TEACHING REFORM AND INNOVATION OF E-COMMERCE SPECIALTY UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY + VOCATIONAL EDUCATION

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Background: Since 2000, China’s e-commerce has developed rapidly. At present, at least 2.5 million small, medium-sized and micro enterprises are using e-commerce tools. The situation of interconnected businesses has been formed. Almost all kinds of goods in daily life can be bought from Taobao. In December 2010, the transaction volume of China’s e-commerce market reached 4.5 trillion yuan, and in 2017, the national e-commerce transaction volume reached 29.16 trillion yuan. The vigorous development of e-commerce has formed a huge market, which urgently needs a large number of e-commerce professionals. Therefore, 13 colleges and universities such as Northern Jiaotong University took the lead in opening e-commerce specialty, and rapidly expanded to more than 400 colleges and universities in China in a short time. However, it is embarrassing that the employment situation of fresh graduates majoring in e-commerce is very unsatisfactory - the highest is no more than 37%, hovering around 20% for many years. What’s more embarrassing is that e-commerce enterprises can’t recruit suitable talents all year round. This reflects that there are many problems to be solved in the teaching of e-commerce specialty, and also reflects that there are some problems that cannot be ignored in the rapid development of e-commerce in China.

Subjects and methods: With the rapid development of information networking, e-commerce has become the mainstream business activity, so the demand for e-commerce talents has also increased

significantly. Based on the analysis of the shortcomings of previous practical teaching of e-commerce specialty, this paper explores and forms a “three combinations” practical teaching mode of the combination of virtual and reality, the combination of interest, work or life reality and professional knowledge, and the combination of teachers and students. In view of the disconnection between the training process of e-commerce majors and the needs of enterprises, this paper puts forward some thoughts on professional training and practical teaching and corresponding solutions, in order to cultivate practical professionals who meet the needs of the society and the times.

Study design: The structure system is immature. At present, there are basically two ways to construct the psychological system of Vocational Education: one is the “docking” and “grafting” of vocational education and educational psychology. One is to seek the support of psychological theory according to the actual needs of vocational education. These two ideas do not meet the needs of the reform and development of vocational education, which will lead to the problem of “universal education” in the teaching of vocational education psychology and the compilation of teaching materials. The tendency of “transplantation” and “replication” is obvious, and they lack the due characteristics of vocational education. In Vocational and technical normal colleges, the general practice is to strive to reflect the latest research results in the field of vocational education, constantly increase new research topics in educational psychology, and combine the psychology of teachers and students, learning psychology, teaching psychology, social psychology, management psychology and professional psychology, so as to integrate these contents. Although this common practice is highly feasible. However, it is still difficult to form a relatively mature and recognized discipline framework and structural system.

Methods of statistical analysis: The development of vocational education psychology must adhere to the direction of “serving vocational education” and the policy of “letting a hundred flowers bloom and a hundred schools of thought contend”, adhere to integrating theory with practice, promote continuous theoretical innovation, actively explore the rules of practice and development of vocational education psychology with Chinese characteristics, focus on practical application research and strengthen basic theoretical research. Under the guidance of the scientific outlook on development, modern educational ideas and new psychological concepts, vocational education psychology should highlight key points and characteristics, strengthen quality, optimize benefits, comprehensively strengthen construction, strive to build a development brand, take “discipline construction, curriculum construction and team construction” as the basic support, and promote innovative development with scientific research, Create a good social image by serving vocational education.

Results: Reform of teaching methods. Practical teaching methods, such as the operation mode of e-commerce, the business process of e-commerce, the use of online communication tools, the construction and management of e-commerce websites, the process of online payment, the methods of online marketing, the operation and management of online stores, customer relationship management, etc. If these practical contents are explained from a theoretical point of view, many students don’t understand well enough. Therefore, the corresponding courses can establish a teaching mode of two sections of theory + two sections of practical training.

Conclusions: When the e-commerce market is developing and changing, e-commerce teaching should also adapt to the development and changes of the e-commerce market with the spirit of “always on the road”, explore the innovation of teaching mode, and cultivate practical and entrepreneurial talents for the market according to the actual situation of students and market characteristics.

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ANALYSIS OF THE INFLUENCE OF THE DEVELOPMENT OF COMPUTER NETWORK ON THE RESEARCH OF CRIMINAL PSYCHOLOGY

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Background: At present, with the rapid development of computer network technology, the information age has come. In the information age, the impact of computer network technology on the whole society has affected all levels of society. At the same time, it has brought significant changes to scientific research. Of course, criminal psychology, as one of the social sciences, is no exception. The powerful processing ability of computer network to information and the accessibility of Internet have become a new attribute for the formation of criminal psychology. The development of computer network technology makes the criminal subject diversified, the criminal motive diversified, the criminal purpose uncertain, and the traditional crime networked. At the same time, the development of computer network technology has also caused