

continue to decline, which will eventually affect the development of the whole advertising industry, including mass advertising media such as mobile phone, TV, elevator, car body and road signs, as well as traditional industries such as radio and television, magazines and newspapers, and new media such as mobile phones and the Internet.

At present, the problem of new media communication is very serious. For rural areas, apart from traditional media advertising, the form of advertising media is relatively single and scattered, which is mainly manifested in mass media advertising in the fields of automobile advertising, gift advertising, wall advertising and so on. For urban areas, there are significant differences between urban residents' use habits and urban media exposure and rural residents, and there are obvious differences in the communication effect of media advertising investment. In this context, it is of great significance to construct a new media advertising communication strategy combined with social psychology. The new media advertising communication strategy needs to be optimized in combination with social psychology, which not only helps enterprises, businesses and other advertising investors to achieve sustainable development in the fierce market, but also promotes consumers to efficiently obtain commodity information and buy goods that satisfy themselves in a short time. At present, scholars at home and abroad believe that the combination of social psychology in new media advertising communication can not only promote the embodiment of individual value in society, but also promote businesses to publicize and sell products according to human psychology.

Objective: Explore the new media advertising communication scheme combined with social psychology, and analyze the impact of the introduction of social psychology on the new media advertising communication, in order to provide new development ideas for the new media advertising communication.

Research objects and methods: Through a self-made questionnaire to analyze the impact of social psychology on the communication of new media advertising before and after the introduction of social psychology, 100 residents were selected and divided into control group and experimental group according to the random grouping method, with 50 people in each group. The investigation includes three aspects: the rational choice of media forms, giving full play to the role of media and the effective utilization of resources. The investigation cycle is 3 months.

Methods: Through PageRank Data mining Algorithm, this paper analyzes the impact of social psychology on new media advertising communication before and after the introduction of social psychology. The research object is 100 residents. The influence content includes three aspects: the rational choice of media forms, giving full play to the role of media and the effective utilization of resources. The experimental cycle is 3 months.

Results: This study analyzes the impact of social psychology on new media advertising communication through Excel data analysis software. In order to ensure the credibility of the research results, the subjects selected in the study are residents of different ages, genders and occupations. The impact result quantifies the impact degree through five levels of 1-5. 1 indicates no impact, 2 indicates slight impact, 3 indicates impact, 4 indicates obvious impact and 5 indicates serious impact. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of the research object is selected and the data after rounding is taken as the final result.

Table 1. The effect of social psychology on new media advertising communication before and after its introduction

Category	Before	After 1 week	After 3 weeks	After 6 weeks	After 12 weeks
Resource utilization	2	2	2	4	5
Media role	1	1	2	3	4
Media selection characteristics	2	2	3	3	5

Conclusions: The new media advertising communication scheme combined with social psychology constructed by the Institute has strong implementation value. The scheme can not only make a rational choice of media forms, but also make full use of resources. The scheme can be applied to new media advertising communication in the future.

* * * * *

THE OPERATION AND MANAGEMENT OF STADIUMS AND GYMNASIUMS BASED ON THE INFLUENCE OF CONSUMER PSYCHOLOGY

Weihua Gong

Sports Department, Guizhou University of Finance and Economics, Guiyang 550025, China

Background: Consumer psychology is an important branch of psychology. It studies the behavior laws and psychological phenomena of consumers in the process of consumption, including consumer psychology and marketing communication, consumer psychology and commodity factors, consumer psychology and consumption trend, consumer behavior and consumption psychology, the influence of social environment on consumer psychology, the influencing factors affecting consumer behavior, consumers' personality psychological characteristics the psychological process of consumers. The common consumption psychology includes convenience psychology, benefit psychology, quality psychology, personality psychology and worry psychology. Convenience psychology refers to saving labor cost and time cost to the greatest extent. Affordable psychology means that consumers are extremely sensitive to the price of goods and pursue products with the highest cost performance. Quality seeking psychology refers to the three psychological demands of high brand, reputation and quality of online goods. Personality psychology refers to that users pay attention to their own personalized needs and try to reflect different characteristics in consumption characteristics, personality, psychology and so on. Discount activities are reflected in the psychology of consumption as worry and benefit, price goods in the psychology of consumption as worry, benefit and quality, grade goods in the psychology of consumption as worry and quality, and sales goods in the psychology of consumption as personality, worry and quality. Evaluation goods are embodied in the psychology of convenience, worry and quality, distance goods are embodied in the psychology of convenience, brand goods are embodied in the psychology of convenience, personality, worry and quality, and unique goods are embodied in the psychology of consumption.

With the continuous integration of consumer psychology into market analysis, the research on various marketing behaviors has also become a very hot topic. At present, with the proposal of the national fitness theory, the construction of stadiums and gymnasiums has become an imperative trend. The operation and management of stadiums and gymnasiums is of great significance, which is embodied in the following aspects. First, develop national sports culture. At this stage, the operation and management of most stadiums and gymnasiums is relatively loose, and their function is to provide venues for literary and artistic performances, sports activities and sports teaching. Few stadiums and gymnasiums can undertake large-scale sports events, naming right development and other fields, and the income of stadiums and gymnasiums is greatly limited. Through reasonable operation and management of stadiums and gymnasiums, we can actively promote the regional development of college sports events, which can not only give play to the core functions of stadiums and gymnasiums, but also improve the effective utilization rate of stadiums and gymnasiums. Second, promote the sustainable development of stadiums and gymnasiums. University stadiums and gymnasiums have the problem of low return on investment for a long time, which will lead to a large waste of state-owned assets. At present, through the mode innovation of entrusting professional enterprises to operate and university sports venue management center, we can bring comprehensive benefits and promote the sustainable development of stadiums and gymnasiums.

Objective: This paper analyzes the operation and management effects of stadiums and gymnasiums combined with different consumer psychology, in order to make corresponding contributions to the operation and management of stadiums and gymnasiums in the later stage.

Research objects and methods: The operation and management effects of stadiums and gymnasiums under different types of consumer psychology in three cities are analyzed by naive Bayesian classification algorithm. The effect of stadium operation and management can be expressed in three aspects: digitization, all-round development and team construction. Consumer psychology adopts five common psychologies: convenience psychology, benefit psychology, quality psychology, personality psychology and worry psychology. The effect evaluation value is expressed by 0-10 points. The higher the score, the better the effect of stadium operation and management.

Methods: Through SPSS23.0 data statistical analysis software to obtain the operation and management effects of stadiums and gymnasiums under different types of consumer psychology.

Results: Table 1 refers to the effect of stadium operation and management under the consumption psychology of city A. It can be seen from Table 1 that the operation and management effects of stadiums and gymnasiums with different types of consumer psychology are quite different. However, the operation and management of stadiums and gymnasiums under the psychology of seeking quality has the best effect. The operation and management scheme of stadiums and gymnasiums in the future can be combined with the psychology of seeking quality, which can promote the sustainable development of stadiums and gymnasiums.

Table 1. The effect of stadium operation and management under the consumption psychology of city A

Category	Digitization	Comprehensive development	Team building
Convenient psychology	6	7	6
Affordable psychology	7	8	7
Quality seeking psychology	8	9	8
Personality psychology	6	5	7
Worry psychology	7	5	6

Conclusions: The operation and management effects of stadiums and gymnasiums under different consumer psychology have good effects, but the operation and management effect of stadiums and gymnasiums is the best under the background of quality seeking psychology. The quality seeking psychology in consumer psychology can be combined when making the operation and management scheme of stadiums and gymnasiums in the follow-up.

* * * * *

STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION FOR HIGHER VOCATIONAL COLLEGE STUDENTS IN THE FIELD OF PSYCHOLOGY

Liya Ji

College of Intelligent Manufacturing, Yangzhou Polytechnic Institute, Yangzhou 225127, China

Background: The main research fields of positive psychology are positive experience, positive personal characteristics and positive environment, which provides new research ideas for the development of ideological and political education in colleges and universities. As a humanistic psychology, the development of positive psychology has a great relationship with Asian culture and philosophy. It can help people gain personal happiness through their own advantages. The research purpose of positive psychology is to reduce the emergence of people's psychological problems. The main content of the research includes three aspects. First, a positive organizational environment that plays a decisive role in personal growth and development. Second, including positive personal qualities such as optimism and virtue. Third, the individual's positive life experience of the past, present and future. Positive experience includes positive emotional experience and positive emotion. Positive emotions can bring people a short sensory experience. Positive emotion is a kind of stable emotional experience. Experience the emotional experience brought by activities through your own strength, such as realizing goals and ideals and solving problems that perplex you.

Ideological and political education in colleges and universities includes education and management, including ideological and political education, academic guidance, daily affairs management, mental health education and consultation, crisis response, theory and practice, network ideological and political education, career planning and employment guidance. Colleges and universities are the main place of ideological and political education in colleges and universities, which plays an important role in the process of talent training in higher vocational colleges. Under the background of the continuous development of the times, the current means, methods and ideas cannot meet the timeliness of daily ideological and political education. The main problem is that teachers focus on work problems and ignore the positive aspects in the teaching process.

Under the background of positive psychology, the ideological and political education of higher vocational college students needs to improve the following aspects. First, create an educational concept focusing on student development. Emotional experience and positive emotions will play a very important role in personal well-being, which will not only help students improve their creative thinking, but also improve students' productivity. Through social practice, discussion, heart to heart talk and other forms of activities, students can improve their ability to solve various learning and life problems, so as to produce positive emotional experience. During this period, it is also necessary to enhance students' independent initiative, improve their own sense of responsibility and mission, enhance their self-management ability, improve their subjective well-being and enhance their positive emotional experience. Second, enhance teachers' positive cognition of learning education. Positive cognition refers to the positive cognition and evaluation of self and others. In the process of looking at things, we not only see the negative effects, but also need to make corresponding positive evaluation. Educators should pay attention to the positive quality of students in the teaching process and constantly tap their own potential. At the same time, educators can guide students to form good quality by creating a positive learning environment.