

COORDINATED DEVELOPMENT OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Yuxia Cao

School of Mathematics and Statistics, Shandong University of Technology, Zibo 255000, China

Background: Educational psychology is limited to the scope of teaching situation. It takes the psychological phenomena and laws of the interaction between teachers and students in the teaching process as the main research object, and reveals the close relationship between teachers and students in teaching behavior. The application of educational psychology in ideological and political education in colleges and universities helps to provide more paths for teaching. The traditional ideological and political education tends to provide students with the correct value orientation and ideas that should be observed. In the teaching relationship, middle school students have always been on the side of passive acceptance rather than active learning, which has a certain degree of resistance at the psychological level. In the causal relationship of educational psychology, the psychological factors between teachers and students are interrelated and interactive. At the teacher level, teachers' personal charm, teachers' teaching prestige, teachers' teaching efficiency and other factors will have a great impact on students' learning psychological guidance and learning psychological pressure. Students' self-awareness and personality preferences are also psychological factors that have a great impact on the learning effect. Ideological and political education based on educational psychology pays more attention to the growth personality and psychological needs of college students, takes the initiative in the psychological interaction between teachers and students, guides students by mastering students' psychological characteristics, and reduces students' psychological pressure in the process of learning. This process is a process of two-way psychological communication between teachers and students, rather than the traditional teaching style one-way street, so the ideological and political education using educational psychology is easier to be accepted by students and more suitable for students' psychological needs. On the one hand, the ideological and political education of collaborative educational psychology takes the role of teachers as educational guides. Teachers need to pay attention to students' psychological effects and psychological counseling. On the other hand, it promotes students to give full play to their subjective initiative and give full play to students' ability of self-study, self-reliance and positive communication. At the same time, a psychological environment of harmonious communication should be formed between teachers and students, provide a healthy atmosphere of leisure and pleasure for ideological and political learning.

Objective: By applying educational psychology to ideological and political education in colleges and universities, this study provides teachers and students with a new teaching method different from the traditional way of ideological education, which makes the ideological and political education more humanized, more effective and more targeted.

Subjects and methods: This study takes the teaching method of educational psychology as the methodology to guide the ideological and political education of college students, and uses the fuzzy evaluation method to transform the qualitative indicators of ideological and political courses into calculable quantitative elements in the statistical process. Through the realization of the method of educational psychology in the teaching process, this paper analyzes its positive impact from two aspects of students and teachers.

Study design: This study randomly selected the students of ideological and political compulsory courses in the second academic year of a university as the research object, conducted experimental research by adding educational psychology and educational methods to the ideological and political compulsory courses in colleges and universities, and interviewed and collected the students' psychological state data before and after the semester. Combined with the elements of ideological and political education quantified by fuzzy evaluation method, it is used for statistics and impact analysis.

Methods: When sorting out the survey results, this study uses Excel as an analysis tool to analyze the impact and degree of educational psychology and educational methods.

Results: The students' achievements in the ideological and political elective course of educational psychology are shown in the Table 1.

The data in Table 1 shows that the most influential part of psychological ideological and political elective courses for students is to improve moral cultivation and knowledge reserve, reaching 132 and 104 respectively, with the proportion of 28.95% and 22.81% respectively, followed by the part of establishing correct outlook on life and values, with the number reaching 81, with the proportion of 17.76%.

Table1. Student harvest statistics

Option	Frequency	Proportion (%)
Establish a correct outlook on life and values	81	17.76
Improve the ideological and theoretical level	67	14.69
Improve moral cultivation	132	28.95
Increase knowledge reserve	104	22.81
Little gain	72	15.79
Total	456	100.00

Conclusions: College students are in a special period vulnerable to external influence. The traditional way of ideological and political education is difficult to integrate with students' daily learning, life and psychological state. The ideological and political teaching based on educational psychology provides an effective way for college students' ideological and political education in the new era. Ideological and political education based on educational psychology should start with the concept of emotional teaching, respect and actively respond to students' thoughts and feelings, and stimulate students' interest in learning. In addition, we should also conduct teaching in the way of psychological counseling, relieve students' psychological pressure through infectious and dialogue psychological counseling, solve students' psychological confusion and cultivate students' positive mentality.

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ANALYSIS ON THE INFLUENCE OF “ANXIETY” EMOTION ON CONSUMER BEHAVIOR IN E-COMMERCE ENVIRONMENT

Shiying Liang

School of Business Management, Shanghai Vocational College of Science & Technology, Shanghai 201800, China

Background: In recent years, China has made great efforts to build infrastructure and develop computer technology, which has laid a solid foundation for the rise and rapid development of e-commerce. With the continuous development of Internet technology and the continuous improvement of national income, online shopping is gradually rising. With the rapid development of e-commerce and information technology in China, e-commerce has gradually become one of the mainstream development modes of consumers. E-commerce refers to a comprehensive business operation mode based on the Internet, which can carry out business activities without meeting between buyers and sellers. Through e-commerce, consumers can realize various business, transaction and financial activities such as online shopping, online transactions between merchants, and online electronic payment. Nowadays, the annual transaction scale of e-commerce market exceeds 10 trillion, which is an important part of China's market economy.

Consumers are prone to anxiety due to social and personal factors. For example, competitive anxiety caused by work pressure and learning pressure. Consumers' selective anxiety in the face of many choices, and social anxiety in the face of strange environments. Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, consumers' anxiety will have an uncertain impact on consumers' purchase decision. That is, different characteristics of anxiety will have different effects on consumers' purchase decisions. Generally speaking, anxiety will make consumers tend to make decisions to reduce losses and avoid risks. Therefore, anxiety is not conducive to the development of e-commerce market. Therefore, based on consumer psychology, the research analyzes the impact of consumer anxiety on consumer behavior, and puts forward strategies to improve the original e-commerce model, so as to alleviate consumers' anxiety and increase consumers' consumption desire, so as to promote the development of e-commerce industry and China's market economy.

Objective: Consumers' anxiety will have an uncertain impact on consumers' purchase decisions and affect the transaction volume of e-commerce. Based on consumer psychology, this study analyzes the impact of consumer anxiety on consumer behavior, and puts forward strategies to improve the original e-commerce model, hoping to alleviate consumers' anxiety and promote the development of e-commerce industry and China's market economy.

Research objects and methods: 100 e-commerce consumers were selected as the research objects, and