

students in colleges and universities, and analyzes the optimization and improvement direction of the ideological and political education of doctoral students in colleges and universities in the future. Based on the analysis of the psychological law of doctoral education, the research puts forward the new concept and innovative development model of doctoral ideological and political education, hoping to provide new development ideas for the reform of doctoral ideological and political education system in colleges and universities, and promote the improvement of doctoral ideological and political consciousness in colleges and universities. Then, the pilot experiment is used to verify the feasibility and effectiveness of the reform of doctoral students' ideological and political education system, and to verify the role of the new doctoral students' ideological and political education model in promoting doctoral students' ideological and political consciousness and mental health level. The research takes a university as the pilot unit for the experiment. During the experiment, the ideological and political education of doctoral students in the university adopts the new teaching mode. The experiment lasts for three months. Doctoral students carry out ideological and political education once a week, and each class hour is 1.5 h.

**Results:** After the pilot experiment, the changes of ideological and political awareness score and mental health quality score of doctoral students in colleges and universities are shown in Table 1. After the implementation of the teaching reform of ideological and political education for doctoral students under the guidance of educational psychology, the degree of ideological and political awareness of doctoral students in colleges and universities has been significantly improved, which is of great significance to enhance the firmness of doctoral students' ideological ideas. Under the new ideological and political education model, the level of mental health quality of doctoral students has been significantly improved, and the score of mental health quality has increased significantly.

**Table 1.** After the pilot experiment, the changes of ideological and political consciousness score and mental health quality score of doctoral students in colleges and universities

Survey object	Before the pilot experiment	After the pilot experiment
Ideological and political consciousness score	2.16±0.36	3.74±0.38
Mental health quality score	1.98±0.34	3.71±0.26

**Conclusions:** Based on the analysis of the psychological characteristics of doctoral students' ideological and political education, the research carries out innovative reform on the ideological and political education system of doctoral students in colleges and universities. It is required to clarify the basic principles of the framework of doctoral students' ideological and political education, and construct the framework of doctoral students' ideological and political education based on the principles of subjectivity and society. The innovation of the ideological and political education system of doctoral students in colleges and universities should start from the educational concept, under the guidance of the basic principles, combined with educational practice, analyze the shortcomings of ideological and political education in colleges and universities, and innovate the educational concept of doctoral students in colleges and universities. Colleges and universities should also pay attention to the path innovation of doctoral students' ideological and political education, expand the channels and methods of ideological and political education, connect ideological and political education with daily scientific research work, and improve doctoral students' ideological and political consciousness. The experimental results show that the new model of doctoral students' ideological and political education can effectively promote the improvement of doctoral students' ideological and political consciousness and thinking firmness, and is of great value to improve the quality of doctoral students' mental health.

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## PROTECTION AND APPLICATION OF DIGITAL TECHNOLOGY TO INTANGIBLE CULTURAL HERITAGE FROM THE PERSPECTIVE OF HUMANISTIC PSYCHOLOGY

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**Background:** Humanistic psychology is to explore people's unique nature and characteristics, oppose the

natural science orientation of scientific psychology, and adopt the research mode of humanistic orientation to analyze and study people's fundamental characteristics and the relationship between people and the outside world. At the same time, humanistic psychology pays more attention to people's subjectivity and diversity than the only objectivity. Compared with the pursuit of objective connection in scientific psychology, it has certain advantages and merits. Scientific psychology has an objective perspective of "absoluteness" to the surrounding things and people at this stage, while the transfer in humanistic psychology, such as psychoanalysis, focuses on the relationship between analysts and analysts. This theory is an idea or an investigation method or a treatment method based on the existence of unconsciousness. In the final analysis, humanistic psychology focuses on placing people in the objective environment to explore the relationship between people and things, and emphasizes that people's subjective initiative and "conscious emotion" are closely related to our life, and applies its theory to real life to help us pay more attention to the value of "people" when looking at and understanding the world, such as analyzing the social group psychology and humanistic care expressed in the film, linking the details with people's attributes and values can effectively improve people's cognitive and practical ability. At the same time, humanistic psychology has jumped out of the "unique worship" of science and technology, so taking it as a means and weapon for our understanding and practice can help us better understand the humanistic feelings in the long history. The development and renewal of digital technology provides a more diverse and secure means for the protection of China's intangible cultural heritage, and reduces the damage to historical traces. However, at present, in the intangible cultural heritage under the protection of digital technology, the research staff of the Institute of cultural heritage protection ignore the cultural attributes and sustainability of its own heritage when carrying out the protection of intangible cultural heritage. They only apply digital technology to the protection work, but pay little attention to its inheritance and the exploration of cultural and humanistic values. Therefore, the research on the protection and application of intangible cultural heritage in digital technology from the perspective of humanistic psychology will help staff pay attention to the affirmation and emphasis on human value in cultural inheritance, timely change the working concept of "focusing on science and technology", reduce their negative emotions and resistance caused by thinking limitations in the process of cultural heritage protection, and further better promote the protection and application of intangible cultural heritage.

**Objective:** Based on the theory of humanistic psychology, the research analyzes the protection and application of intangible cultural heritage, speeds up the protection and inheritance of intangible cultural heritage by discussing the current situation of the protection and inheritance of intangible cultural heritage, as well as the humanistic feelings and psychological value behind it, and analyzes the emotional problems and psychological limitations of protection staff under the current operation of digital technology, Provide protection path in line with humanistic psychology.

**Research design:** Research on collecting information from intangible cultural heritage related protection websites, obtain the current progress and situation of intangible cultural heritage protection in China, excavate the current problems of intangible cultural heritage, and collect the problems and psychological emotions of staff in using digital technology to protect intangible cultural heritage for data collection. The research uses analytic hierarchy process to analyze the weighting of indicators and influencing factors under the digital construction system of intangible cultural heritage protection, and explores the application path of humanistic psychology to intangible cultural heritage protection under digital technology by ranking the weights of indicators. It also studies the theoretical knowledge of humanistic psychology for the staff, helps them grasp the Humanistic Psychological characteristics in the protection of intangible cultural heritage, and realizes the protection and inheritance of intangible cultural heritage from the perspectives of publicity, platform construction and data sorting.

**Results:** The perspective of humanistic psychology can effectively guide staff to grasp people's psychological laws and emotional changes in cultural inheritance in the process of intangible cultural heritage, and then enrich the protection and application means of digital technology for intangible cultural heritage, making the optimized protection path more humanistic value. Table 1 shows the statistics of negative emotions of staff under different application protection paths.

**Table 1.** Statistics of negative emotions of staff under different application protection paths

Work psychological emotion	Anxious	Depressed	Conflict
Before	25.34±1.26	18.17±1.65	22.11±1.06
After	12.32±1.16	10.71±1.03	11.58±1.36

**Conclusions:** Humanistic psychology can emphasize people's value and potential, pay attention to individual differences and diversity, provide protection ideas for the protection of digital intangible cultural heritage from this perspective, enrich its working means, effectively help the staff of heritage protection

institute to carry out targeted protection and application according to people's value and attributes in Heritage Inheritance, improve their mental health and improve their negative emotions at work.

**Acknowledgement:** The research is supported by: Hunan Social Science Foundation, "Research on the Cultural Inheritance and Innovation of Hunan Tujia Brocade under the Model of Maker Education" (17YBQ073).

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## RESEARCH ON THE INFLUENCE OF UNIVERSITY BEHAVIOR MODE ON THE CONSTRUCTION OF VALUES CULTIVATION SYSTEM FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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**Background:** As a marginal interdisciplinary subject of pedagogy and psychology, educational psychology, based on the theories of pedagogy and psychology, expands and applies psychological knowledge in the field of education, analyzes the change law of psychological activities of educators and students in the process of educational practice, and discusses the psychological performance characteristics of educational subjects in the process of education. The fundamental purpose of educational psychology research is to apply the theoretical knowledge of psychology to educational practice, guide educational practice activities, help teachers improve curriculum and teaching methods, and promote the improvement of teachers' teaching quality. Based on the theory of educational psychology, theoretical guidance for the reform and construction of university higher education system can effectively improve the scientization and rationalization of higher education system, and promote the reform of higher education system with the support of advanced psychological theory.

Under the open social situation, the behavior patterns and values of contemporary college students also show the characteristics of open-minded and responsive. Contemporary college students have a strong sense and spirit of innovation and entrepreneurship, and adhere to the principle of sublation and reconstruction of subject consciousness. Values refer to people's internalization of social value consciousness in the process of socialization, which has become the fundamental point of view of personal value relationship. The establishment of individual values through the cognition and evaluation of objective things, through individual subjective judgment and choice, internalize the social value consciousness, so as to establish the concept of individual value relationship. Individual values are affected by their knowledge and cultural level, social background, individual psychological model and other factors, showing different individual characteristics. As a special young social group, college students have strong perception of social change, and their values also have a unique representation of college students.

**Objective:** Based on the theory of educational psychology, by understanding the change law of educational psychological characteristics behind the cultivation of college students' behavior patterns and values, this paper analyzes the cultivation system of college students' behavior patterns and values, discusses new ways to scientifically cultivate college students' behavior patterns and values under the new social situation, conforms to the development trend of the times, and provides help to promote the all-round development of college students' comprehensive quality. The research analyzes the characteristics of college students' behavior patterns and values, discusses the cultivation system of college students' behavior patterns and values, and helps college students establish scientific values.

**Study design:** Based on the characteristics of contemporary college students' behavior patterns and the development status of values training system, this study analyzes the internal mechanism between college students' behavior patterns and their values training, and explores the development ideas of college students' behavior patterns and values training through the analysis of the development of contemporary college students' values. The research uses the way of correlation analysis to analyze the impact of college students' behavior patterns on the construction of their values cultivation system, explore the internal relationship between college students' behavior patterns and the construction of values cultivation system, and analyze the influence of college students' behavior patterns in the construction of their values cultivation system. Combined with grey correlation analysis, this study explores the impact of college students' behavior mode on the construction of college students' values training system, analyzes the educational psychological changes of college students in college values training, and judges the impact of college students' educational psychology on the construction of college students' behavior mode and values