

Results: The index weight designed according to educational psychology is shown in Table 1.

The psychological communication between teachers and students is based on classroom interaction. Therefore, the index design of physical education model based on educational psychology focuses on classroom interaction.

Conclusions: By combining educational psychology with college students' physical education and establishing the psychological configuration of college students' physical education curriculum teaching, we can effectively improve the learning motivation of college students in the process of physical education learning and enhance their physique. At the same time, the teaching model of college students' physical education curriculum using educational psychology can also help college students obtain positive psychological experience and psychological hint with self-affirmation in the process of physical education learning. Through relevant psychological experience, college students can bring the positive feedback action principle learned in the physical education classroom into their study and life, so as to improve their self-expectation and self-affirmation in other activities, obtain a better life experience and form an optimistic and sound comprehensive personality.

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IMPROVING THE EDUCATIONAL EFFICIENCY OF RED CULTURE BY IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

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Background: Based on American experimental social psychology, traditional social psychology studies the diversity and complexity of individual psychology in a specific social environment in the form of experiments. However, with the development of the times, this kind of social psychology, which is divorced from the culture and social culture of the times and exists only in experiments, has been gradually abandoned. Contemporary social psychology is psychology that puts the psychological state of individuals and groups into the era and social background. Its research content is also carried out around the correlation between social psychology and social culture, and there is no psychology divorced from culture. There is no culture that is divorced from psychology. Therefore, from the perspective of social psychology, the education of red culture in the ideological and Political curriculum education in contemporary colleges and universities must be closely related to the psychological state of students. In a specific social environment, social psychology and social culture show a mutually constructed relationship, that is, social-cultural production and social-cultural sharing will affect the psychological tendency of individuals and groups in the social environment to a great extent. This social environment can be either a large social environment or a relatively small but self-contained social environment. Regard the learning environment of colleges and universities as a small and self-contained social environment. The production and sharing ability of red culture in the campus environment is closely related to the psychological acceptance of students. The main platform for the production and sharing of red culture in contemporary colleges and universities is the ideological and political course in colleges and universities. Therefore, by improving the production and sharing mode of red culture in the ideological and political course education in colleges and universities, it is likely to effectively improve students' acceptance of red culture, so as to produce a red cultural atmosphere among students and form a "red culture education circle". Starting from the social culture and social psychology theory in social psychology, this study provides students with an environment for in-depth learning of red culture, improves students' learning enthusiasm and improves the educational effect of red culture by improving the production and sharing path of red culture in Ideological and political education in colleges and universities.

Objective: This study uses the theory of social psychology to help ideological and political education in colleges and universities improve the path of red culture education, so as to improve students' acceptance from a psychological point of view, and then form a "red culture education circle", so as to improve the effectiveness of red culture education.

Subjects and methods: This study mainly uses the correlation analysis method and K-nearest neighbor classification method to classify the learning ways of students in the process of ideological and political education, find the educational ways with the highest influence on students and the highest educational efficiency, and construct the red culture educational strategy on this basis.

Study design: This study uses the K-nearest neighbor algorithm to classify the student groups who use

different ways to recognize the red culture in the process of ideological and political education in colleges and universities, and analyzes the correlation and influence between the influence degree of different ways and the psychological state of students when learning the red culture.

Methods: The data used in this study are mainly obtained from the background of the teaching platform. On this basis, SPSS software is used for data statistics and analysis.

Results: The influence degree of different cognitive approaches obtained after classification on students' learning effect of red culture is shown in Figure 1.

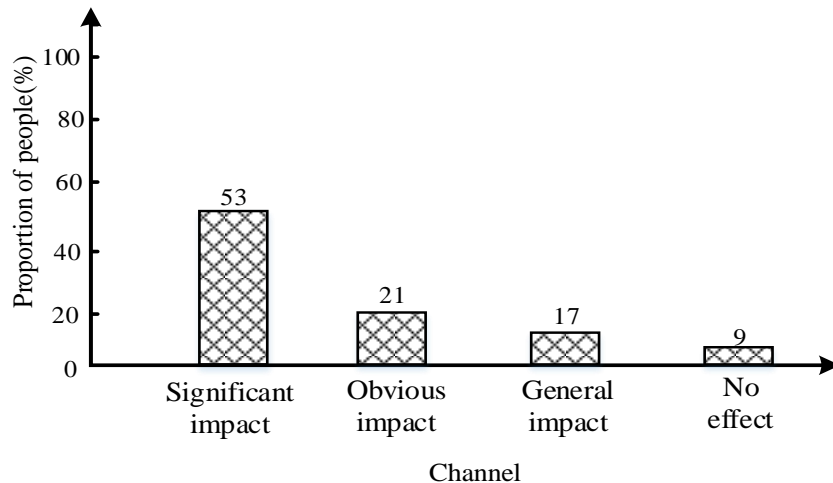


Figure 1. The influence of improving the red education model on students

Figure 1 students whose learning psychology is significantly affected account for 53% of the total number of students, students whose learning psychology is significantly affected account for 21% of the total number of students, students whose learning psychology is generally affected account for 17% of the total number of students, and students whose learning psychology is not affected account for 9% of the total number of students. It can be seen that more than half of the students were significantly affected, and the sum of the significantly affected and significantly affected students reached 74%.

Conclusions: Red culture education is an important practical activity to transform students' psychological state. Traditional education methods lack flexibility, and students' acceptance of red culture is not high. Based on social psychology, this study treats the campus as a micro-social environment with specific rules, applies social psychology and social culture theory to the education system of ideological and political education in colleges and universities, as well as the production and sharing behavior of red culture, and improves students' acceptance and learning enthusiasm of red culture through path innovation and mode innovation, form a "red culture and education circle". This study can provide a reference theoretical and data basis for the formulation of contemporary college students' red culture education strategies, help major colleges and universities optimize the path of the red culture education and improve the efficiency of red culture education.

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PERSPECTIVE OF POSITIVE PSYCHOLOGY THE INFLUENCE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP ABILITY TRAINING AND EMPLOYMENT GUIDANCE ON STUDENTS' POSITIVE PSYCHOLOGY

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Background: Positive psychology advocates those human beings should treat and interpret human psychological phenomena and psychological problems with a positive attitude, so as to stimulate the inherent potential positive psychological quality and psychological strength of individuals in this way. At the subjective level, positive psychology emphasizes the positive role of individual subjective experience in individual behavior guidance. These individual subjective experiences include but are not limited to