

agreed liquidated damages stipulate the amount of compensation to be paid after the employee breaches the contract to restrict the employee's behavior, which is conducive to the psychological stability of the employee's contract. In order to further restrict the employees' behavior, we can make three rules with the core employees, so that the core employees can keep business secrets after leaving, and shall not engage in similar business for two years. We can deter the breach of contract by agreeing high liquidated damages. By establishing a psychological contract with employees, provide employees with a variety of promotion and training opportunities, as well as appropriate salary incentives, provide employees with enthusiasm, make employees' contract psychology more stable and more loyal to the enterprise.

Subjects and methods: The research objects are enterprise employees. 83 employees are randomly selected from a large enterprise. The selection criteria of employees are age, length of service, educational background, working ability, position and gender. Understand the work situation of these employees, their contract psychology and the psychological contract with the enterprise. Take relevant measures of legal contract combined with psychological contract for these employees. Through statistical software analysis, the work situation of employees before and after the implementation of relevant measures and their attitude towards the company are scored at level 1-5. The higher the score, the more relevant the degree is.

Results: There is a close relationship between enterprises and employees. After signing a formal contract, employees and enterprises will form a psychological contract invisibly, and both sides have expectations for each other's behavior. Then, in the actual work process, due to more overtime, less welfare benefits and high wages in other enterprises, employees' contract psychology will change and their work enthusiasm will be reduced. In order to retain more talents for enterprises, we should construct legal contracts and psychological contracts, restrict employees' illegal behaviors, increase employees' welfare benefits, retain employees, and stabilize and strengthen employees' contract psychology. Among them, the work enthusiasm of employees with high school education has significantly improved, with a score of 5. The results are shown in Table 1.

Table 1. Working conditions of employees with different educational backgrounds

Education	Enthusiasm	Initiative	Creativity
High school education	5	5	3
Bachelor degree	4	5	4
Graduate degree	5	4	5

Conclusions: With the construction of legal contract and psychological contract, the enthusiasm of employees is stimulated, which improves the employees' sense of identity with the enterprise and protects the security of business secrets, which is conducive to the stable development of the enterprise.

* * * * *

RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM ON THE POSITIVE PSYCHOLOGY OF POOR COLLEGE STUDENTS

Dilong Li

Youth League Committee, Guangzhou Institute of Technology, Guangzhou 510075, China

Background: Positive psychological education mainly refers to the educational activities in which the subject fully explores positive psychological factors through positive psychological experience in order to shape positive psychological quality. The positive psychological education carried out in schools is the product of the integration of the basic principles, methods and strategies of positive psychology and school education. It is a new educational model guided by "positive and positive" different from traditional education. Traditional psychological education pays attention to pathology, pays attention to pathology and highlights cases. Education, counseling and consultants usually take a "problem perspective" when they intervene in the visiting object. Positive psychological education focuses on the cultivation of happiness, faces the majority, takes into account special individuals, affirms the positive concept of "people", focuses on the stimulation of people's psychology and creative potential and the pursuit of health, happiness and happiness, does not deny the negative concept, and does not abandon the educational guidance and correction of "abnormal psychology" of a few "sick and special" individuals. And guide the educational objects to actively recognize, experience and form positive psychological quality, so as to meet the

challenges of life and grow happily. Positive psychological education focuses on the stimulation of 24 positive forces of six human virtues, studies people’s “positive” side, optimizes the use of the so-called “negative” side, and pays attention to the cultivation of individual positive attitude, the shaping of positive personality and the improvement of subjective well-being. Some scholars pointed out that laying the cornerstone for happiness should be one of the ultimate demands of education. Education should not be the barrier of freedom and the yoke of suffering, but happiness should be the original intention of education. Positive psychological education is the education of pursuing happiness. It focuses on making students perceive happiness in subjective feelings and objective practice, realize happiness in happy experience and meaning realization, improve happiness in happy experience and life development, and pursue happiness in personal pay and social dedication. Positive psychological education attaches importance to the guidance of positive mentality, the stimulation of psychological potential, the practice of positive experience and the cultivation of positive psychological quality, which can promote people’s all-round and harmonious development, and has important practical significance for ideological and political education in colleges and universities. “Moral education” and “mental education” are important parts of ideological and political education in colleges and universities. The former focuses on improving the “moral quality” of college students. The latter focuses on improving the “psychological quality” of college students. The two seem to be independent, but actually penetrate each other, and make a perfect combination in the process of college students’ ideological and political education.

Objective: Positive psychological education is a new type of psychological education from the perspective of positive psychology. Integrating positive psychological education into college ideological and political education is conducive to improving the effectiveness of ideological and political education and promoting the all-round, healthy and harmonious development of students. Therefore, college ideological and political education should integrate the concept, content and method into the positive psychological education mode in order to enhance the effectiveness of ideological and political education.

Subjects and methods: This study adopts the reform mode of ideological and political education in colleges and universities based on cognitive psychology, adopts the method of stratified cluster random sampling, randomly selects 200 college students as the intervention object, and analyzes the positive psychological status of college students after the intervention. Before and after the experiment, the subjects were evaluated with the mental health Symptom Checklist 90 (SCL-90). The total score of the scale is the sum of the scores of 90 items, and the critical point of evaluation is 160. When the score is higher than 160, it indicates that the subjects have some psychological problems. Then calculate the total average score of 90 items through the total score, that is, the average score of 90 items in the scale. If the factor score is > 2 , it indicates that it is positive. When the positive item is > 43 , it indicates that the subject has some psychological problems. The relevant data are in Excel and SPSS20.0 software for calculation and statistics.

Results: The positive psychological level of the two groups was evaluated by SCL-90 scale, as shown in Table 1. After teaching, the average evaluation score of the experimental group (1.36 ± 0.31) was significantly lower than that of the control group (1.92 ± 0.37), and the difference was statistically significant ($P < 0.05$). The average score of positive items in the experimental group (19.37 ± 12.46) was significantly lower than that in the control group (25.45 ± 15.38) ($P < 0.05$). The results show that the reform model of ideological and political education in colleges and universities Based on cognitive psychology can effectively improve students’ mental health level.

Table 1. The total average score and the number of positive items of the two groups were compared

	Experience group	Control group	<i>P</i>
Total average score	1.36±0.31	1.92±0.37	<0.05
Number of positive items	19.37±12.46	25.45±15.38	<0.05

Conclusions: This study integrates positive psychological education into the current ideological and political education of college students, which is conducive to improving the effectiveness of ideological and political education and promoting the cultivation of builders and successors of the cause of socialism with Chinese characteristics. Positive psychological education attaches importance to the guidance of positive mentality, the stimulation of psychological potential, the practice of positive experience and the cultivation of positive psychological quality, which can promote people’s all-round and harmonious development, and has important practical significance for ideological and political education in colleges and universities.

* * * * *

ANALYSIS ON THE INTERACTION BETWEEN ADJUSTING FOCUS AND PSYCHOLOGICAL DISTANCE ON THE ADOPTION OF NEW ENERGY VEHICLES AND THE PSYCHOLOGICAL ANXIETY OF VEHICLE OWNERS

Biao Wang

School of Automobile and Transportation, Henan Polytechnic, Zhengzhou 450046, China

Background: Mental health refers to the development of an individual's state of mind into the best state within the scope of physical, intellectual and emotional non contradiction with the mental health of others. It is an important part of the concept of complete health. In modern society, with fierce competition, frequent stress and fast pace, people are overwhelmed by unprecedented psychological pressure, and mental health problems are becoming increasingly prominent. The physiological characteristics of anxiety disorder include insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc. Intellectual characteristics include inattention, dizziness, thinking disorder, etc. Emotional characteristics include irritability, tension, uneasiness, pessimism, etc. The main social characteristics are lack of self-confidence and inferiority. Although moderate anxiety has certain positive significance to life, anxiety is always a negative emotion. Excessive anxiety will bring a series of negative effects to life. Anxiety is not only harmful to physical and mental health, but also accompanied by many bad emotions, such as serious sleep disorders, cognitive disorders, mental disorders and so on. At present, both government departments and enterprise marketers have not paid attention to the in-depth understanding and grasp of the psychological process mechanism of consumers' adoption of new energy vehicles. From the perspective of theoretical research, the existing literature also ignores the in-depth research on the psychological changes and response mechanism of consumers in the process of innovation adoption to a great extent. There is also a lack of relevant research on how to arrange appropriate "stimulation" to affect or even reverse consumers' psychological cognition and preferences, so as to stimulate consumers' positive response. From the perspective of marketing, when promoting new energy vehicles, marketers should not only accurately grasp the psychology and needs of consumers, but also clearly convey the interests of new energy vehicles. Considering that one of the biggest obstacles to the adoption of "energy-saving and environmental protection" products is that consumers do not know the range of benefits they can obtain from using these products, and consumers' expectations for the adoption results of innovative products largely affect their adoption behavior, so by improving consumers' significant awareness of the benefits of the adoption results of new energy vehicles, consumers' worry and anxiety about products can be reduced, It may promote consumers to have a positive adoption response to a great extent. New energy vehicles have different prominent characteristics and comparative advantages from traditional vehicles, such as energy conservation, environmental protection, meeting the needs of urban short-distance driving, but because its social interests are more prominent than personal interests, and the realization of its interests is often not close at hand, it is more difficult for consumers to recognize the benefits of new energy vehicles.

Objective: This study takes how to promote the adoption of new energy vehicles by consumers as the research entry point, deeply analyzes the psychological mechanism behind the adoption behavior of new energy vehicles from the perspective of consumer psychology, deeply excavates the exquisite marketing strategies to promote the rapid adoption of new energy vehicles, and promote the sustainable consumption of vehicles.

Subjects and methods: Starting from the time distance framework, this study tests the synergistic matching effect of emphasizing current or future interests, information and individual adjustment focus. Based on the time distance dimension, this paper studies the joint impact of the time distance framework of the interest demands of the adoption results of new energy vehicles, its adjustment focus information framework and individual adjustment focus tendency on consumers' willingness to adopt new energy vehicles, that is, testing hypotheses H1, H1a and H1b. Randomly start the promotion focus or prevention focus of the subjects. The subjects in the same adjustment focus state will be randomly assigned to any one of the four groups of "promotion focus / current framework", "promotion focus / future framework", "prevention focus / current framework" and "prevention focus / future framework", so as to investigate the response of the eight groups of subjects to the willingness to adopt new energy vehicles after seeing the stimulation materials under different conditions. The relevant data are in Excel and SPSS20.0 software for calculation and statistics.

Results: The results show that for individuals who promote focused information, whether promoting focused information or preventing focused information, the self-interest framework is far better than the social framework to stimulate consumers' willingness to adopt new energy vehicles. At this time, the self-interest framework plays an absolutely dominant role. For prevention focused individuals, under the prevention focused information framework, the willingness to adopt new energy vehicles inspired by the