

Figure 1. Correlation analysis

Conclusions: In the modern urban agglomeration environment, the matching of economic effect and ecological effect is a new topic for the new development and utilization of urban land, and the humanistic care social atmosphere formed with the coordinated development of ecological effect and economic effect is one of the important preference conditions for urban residents' land use choice. In this study, the correlation analysis method and factor analysis method are combined to obtain the sexual ability preference data of urban residents by running the website of simulated urban agglomeration land use plan. On this basis, the factor analysis method is used to analyze the influence degree and influence mode between different dimensional elements. The results show that with the gradual increase of humanistic care, the willingness of urban residents to use land intensively also shows a positive correlation trend. This upward trend reflects the psychological preference of urban residents for urban land use with good humanistic care atmosphere and good coupling between ecological effect and economic effect. By studying the relevant principles, we can better provide a path for the centralized land use and benign development of modern urban agglomeration.

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RESEARCH ON THE COORDINATED DEVELOPMENT OF THE GUIDING FUNCTION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES AND THE PATH OF COLLEGE STUDENTS' MENTAL HEALTH

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Background: With the development of the times, the social environment of modern society is no longer the traditional single concept environment guided by the mainstream environment, but gradually developed into a social environment with diversified ideas and thoughts. In such a social environment. Different groups are also affected by different external ideas. As a growing group, college students are still in an important stage of their own physical and mental development and their psychological development is not perfect. They often cannot distinguish the correctness of various ideas brought by the external environment, and are more vulnerable to the influence of external ideas. Due to the strong psychological plasticity of contemporary college students, this external adverse psychological influence is very unfavorable to the mental health development of college students. Therefore, colleges and universities should give positive planning for the mental health development of college students. Ideological and political education in

colleges and universities is one of the main tools to realize this planning role. ideological and political education itself has a strong guiding role in psychological guidance. It can help students get rid of the psychological hint of bad ideas by means of ideological guidance education that is more suitable for students' actual life conditions. At the same time, it can provide students with strategies to deal with their own bad psychological conditions by helping students establish psychological counseling channels, these psychological strategies will become the first-time self-help means for students when they encounter adverse psychological effects. With the help of these psychological strategies and ideological and political concept framework, college students can find better psychological obstacle solving strategies. Making full use of the educational guiding function of ideological and political education in colleges and universities can effectively improve students' mental health level, help students get rid of the psychological obstacles they may encounter in their growth period, cultivate the ability to distinguish external bad values, and pave the way for students' all-round personality development.

Objective: By analyzing the cooperative development relationship between the guiding function of ideological and political education in colleges and universities and the path of college students' mental health, this study provides a psychological education mode that is more biased towards students' actual learning, life and growth psychological experience for college ideological and political education. Under this psychological education mode, students can obtain more benign psychological growth and improve their own mental health level.

Subjects and methods: This study combines the experimental method with the factor analysis method, and carries out the psychological intervention experiment by establishing the form of ideological and political education-oriented intervention education classroom in colleges and universities. The research object mainly selects the students who are in the compulsory course stage of ideological and political education in the first year of university. On this basis, it analyzes the changes of students' mental health status from the two main mental sub-health dimensions of anxiety and depression. By exploring the influence angle and effect between the elements, it analyzes the effect of ideological and political education-oriented intervention education classroom on students' mental health.

Results: With the advancement of the process of ideological and political education oriented psychological education in colleges and universities, the changes of college students' mental health levels in the two dimensions of anxiety and depression are shown in Figure 1.

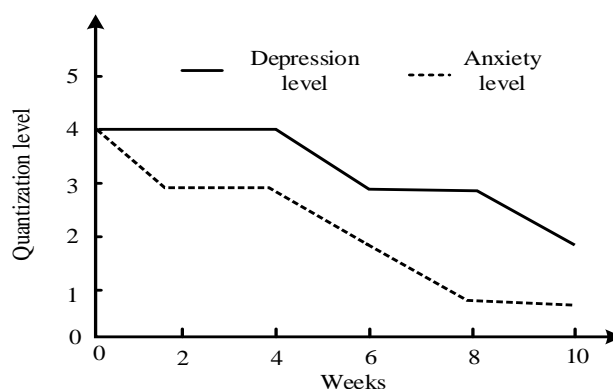


Figure 1. Changes in mental health

Figure 1 describes the changes in the intervention process of two obvious mental sub-health states of modern college students: anxiety psychology and depression psychology. It can be seen from the figure that with the weekly growth of ideological and political education oriented psychological education time in colleges and universities, the anxiety level of students shows a significant and gradual downward trend, in which the main downward range is concentrated between the fourth week and the eighth week. At the same time, students' psychological level of depression also showed a significant downward trend, in which the main downward range was concentrated between the fourth week to the sixth week, the eighth week to the tenth week.

Conclusions: In order to solve the mental health problems that often occur in the process of ideological physical and mental growth, this study will comprehensively use the experimental method and factor analysis method, take the freshmen as the research object, and on this basis, establish the form of ideological and political education-oriented intervention education classroom in colleges and universities to carry out psychological intervention experiments. In the intervention experiment, the changes of students' mental health were analyzed from the two main mental sub-health dimensions of anxiety and depression. The results show that with the increase of the time of ideological and political education oriented

psychological education in colleges and universities, the students' anxiety psychological level and depression psychological level show a significant downward trend. The main downward range of anxiety psychological level is concentrated between the fourth week and the eighth week, and the main downward range of depression psychological level is concentrated between the fourth week and the sixth week, the eighth week and the tenth week. It can be seen that ideological and political education oriented psychological education in colleges and universities will indeed play a role in students' Sub-Health psychological state and improve students' mental health level.

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RESEARCH ON THE CHARACTERISTICS OF LOGISTICS PACKAGING RECYCLING BEHAVIOR BASED ON CONSUMER PSYCHOLOGY

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Background: As one of the node behaviors of a series of consumption behaviors, consumers' logistics packaging recycling behavior is obviously affected by consumers' psychology as well as the consumption behavior itself. Consumer psychology can be divided into three psychological types: conformity psychology, difference seeking psychology and truth-seeking psychology. Conformity psychology refers to the psychology that individuals in the overall consumer group are influenced by external consumer groups, and then change their opinions and decisions, and maintain the judgment and decision-making psychology with most external consumer groups. Conformity psychology is a common social psychology in. Some studies show that in modern society, most consumers' behaviors show different degrees of conformity characteristics, and only a small number of consumers show more independent consumption opinions. The psychology of seeking differences refers to the psychological expression of individual pursuing personalized behavior in consumption related behavior. With the development of living standards, contemporary consumers have a higher and higher degree of pursuit of innovation. Therefore, the psychology of seeking differences has gradually evolved. As a social fashion, this psychology of seeking differences is also the main driving force for the emergence of new service forms in the development of social consumption. Realistic psychology refers to the form of consumer behavior dominated by commodity value formed on the basis of consumers' evaluation of commodities. Realistic psychology is more rational than herd psychology and difference seeking psychology. Its behavior orientation is always consumers' evaluation of behavior value. It is a type of consumer psychology that attaches importance to behavior cost performance. Different consumer psychology will reflect different behavior characteristics in logistics packaging recycling. The exploration of consumer behavior psychology can assist in analyzing the circulation path of logistics packaging after use, so as to achieve effective recycling and group recycling, and ensure the economic and social effects of logistics packaging recycling.

Objective: Starting from consumer psychology, this study explores the characteristics of post consumption logistics packaging recycling behavior in consumer consumption behavior, strives to provide suggestions for the effective flow planning of logistics packaging after use, and improve the economic and social effects of effective logistics packaging recycling and group recycling.

Subjects and methods: This study combines the experimental method with the random forest algorithm to study and establish the guidance strategy model of consumer logistics packaging recycling behavior, and uses the random forest algorithm to classify different consumer psychological types and carry out logistics packaging recycling behavior experiments for different consumer types. All research subjects participating in the experiment shall be informed of the research content before the experiment, and sign the informed consent on this basis. Researchers will record the psychological changes and actual behavior patterns of consumers before and after the experiment.

Results: The influence degree of different consumer psychological types on consumers' logistics packaging recycling behavior is shown in Figure 1.

As can be seen from Figure 1, the influence of consumers' conformity psychology on consumers' logistics packaging recycling behavior reaches level 2, which is a general influence level. The influence of consumers' different psychology on consumers' logistics packaging recycling behavior reaches level 3, which is an obvious influence level. The impact of consumers' realistic psychology on consumers' logistics packaging recycling behavior reaches level 4, which is a significant impact level. It can be seen that consumers' logistics packaging recycling behavior is more affected by consumers' realistic psychology. Therefore, when planning the guiding force of consumers' logistics packaging recycling behavior, we should