

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

improve the practical bias of the guiding path. The psychology of seeking differences has the least impact on consumers' logistics packaging recycling behavior, and consumers' psychology of seeking differences should not be used as a guiding reference.

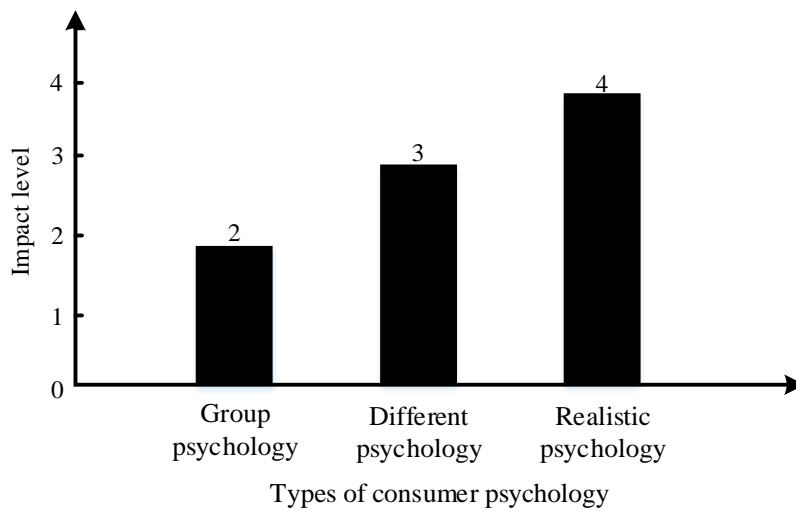


Figure 1. Analysis of consumer psychological types

Conclusions: As the final node behavior of consumption behavior, logistics packaging recycling behavior is significantly affected by consumers' consumption psychology. Starting from the theory of consumer psychology, this study combines the experimental method with the random forest algorithm. While using the random forest algorithm to classify the psychological types of consumers, it establishes the guidance strategy model of consumer logistics packaging recycling behavior, and analyzes the psychological changes and actual behavior preferences of consumers before and after the guidance behavior. The results show that the influence degree of consumers' herd psychology, difference seeking psychology and truth-seeking psychology on consumers' logistics packaging recycling behavior is level 2, level 3 and level 4 respectively. According to the influence level, they are general influence level, obvious influence level and significant influence level respectively. It can be seen that consumers' logistics packaging recycling behavior is more affected by consumers' realistic psychology and less by herd psychology, which is different from the psychological characteristics of consumers' consumption behavior to a certain extent. Therefore, in the process of guiding consumers' logistics packaging recycling behavior, we should actively use consumers' realistic psychology.

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RESEARCH ON THE TEACHING MODE OF “MORAL INTEGRATION CLASSROOM” OF LANGUAGE COURSES IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: As a theory to explore the psychological action law between teachers and students in the teaching relationship, educational psychology is different from the traditional indoctrination teaching and pays more attention to the psychological factors in the teaching process. Educational psychology believes that educational behavior is essentially an educational behavior. Educational behavior not only includes the teaching of knowledge, but also includes the assistance to the formation of psychological personality, so as to help students better form a complete developmental personality from the perspective of body and mind. Therefore, in the process of education, we should not only pay attention to the effect of students' knowledge learning, but also pay attention to students' psychological status, and explore students' learning results and psychological experience under different teaching strategies and learning modes. Learning behavior is the main type of behavior in students' daily life, and it is also one of the main ways for students to communicate with the external environment during their growth. Therefore, the intervention of learning