

RESEARCH ON THE STRATEGY OF PROMOTING THE HIGH-QUALITY DEVELOPMENT OF PARTY CONSTRUCTION IN COLLEGES AND UNIVERSITIES BASED ON SOCIAL PSYCHOLOGY

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Background: On the one hand, it plays an important role in the construction of grass-roots organizations. Social psychology helps to solve the problem of the image of Party members. In the past, most of the people's understanding of the image of Party members came from Party construction and the media. This way is guided and publicized by others, and they lack thinking. The image of Party members is improved through the psychological processing of the masses, so as to perceive the impact of the image of Party members on personal behavior. The vision of social psychology can enlarge the process of psychological processing of the masses and provide ideas for the high-quality development of Party construction. In addition, social psychology is helpful to carry out questionnaire survey and experimental research on Party construction, to understand the specific perception content of different groups of Party members' image and the weight of Party members' group in people's impression. In the past, the problems encountered in the study of the image of Party members were overcome by psychological technology. In the past, when investigating the image of Party members, the respondents would consider a variety of factors, and the answers were only to meet the political suitability, not their own real ideas; In addition, the answers in the survey questions may contain inducement, and the reliability of the data is low. The interference of these questions can be effectively avoided through social psychology technology, which is conducive to an in-depth understanding of people's perception of the image of Party members, so as to promote the development of Party construction in colleges and universities.

Objective: At present, China focuses on the construction of the image of Party members. In order to meet the high-quality development of Party construction in colleges and universities, we first need to understand the people's perception of the image of Party members. From the survey results, it is found that the people's understanding of Party members basically comes from the media, and in the survey process, the people almost only answer to meet the political suitability. Therefore, the results lack authenticity and seriously affect the development of Party construction in society. Therefore, the research enlarges the psychological processing process of the masses through social psychology technology, and then studies the high-quality development strategy of Party construction in colleges and universities.

Subjects and methods: 150 college students from the two universities were selected as the research objects, and the experimental objects were divided into 5 groups with 60 students in each group to participate in the experiment of perceiving the influence of the image of Party members on their own behavior. The experimental period was 4 months, and the experiment was divided into 5 groups for comparison. The first group was to perceive the image of Party members from media publicity; The second group perceived from the aspect of learning example; The third group perceived from the aspect of practical work; The fourth group perceived from the aspect of daily life. The fifth group perceived from the aspect of service. Finally, at the end of the experiment, the proportion of the actual number of people affected by behavior is counted. The degree of behavior affected has a positive correlation with the image of Party members. The research objects whose behavior is deeply affected have a higher evaluation of the image of Party members. Therefore, four grade evaluation indicators on the degree of behavior affected are set, namely "no impact", "mild impact", "moderate impact" and "severe impact". Finally, through the k-means algorithm, classify and count each degree, and analyze the proportion.

Results: The data in Table 1 shows the change results after the experiment of perceiving the impact of the image of Party members on their own behavior. In the first group, 90% of the people were not affected, the proportion of the people not affected in the second group was significantly less than that in the first group, and the proportion of other degrees increased. The proportion of the people not affected in the third group, the fourth group and the fifth group were 10%, and the proportion of the people slightly affected in the fourth group was 50%. In the fifth group, 30% were seriously affected.

Conclusions: The way based on social psychology can accurately understand the masses' perception of the image of Party members and the impact of the image of Party members on the masses' own behavior, improve the cognitive status of Party members in the masses, and actively participate in Party construction, to promote the development of high-quality Party construction in colleges and universities.

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Table 1. Comparison table of changes in the proportion of people in the experiment of perceiving the impact of Party member image on their own behavior

Experience group	Proportion of no impact (%)	Proportion of mild impact (%)	Proportion of moderate impact (%)	Proportion of severe impact (%)
Group 1	90	10	0	0
Group 2	40	30	20	10
Group 3	10	40	30	20
Group 4	10	50	40	0
Group 5	10	30	30	30

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REFLECTIONS ON COLLEGE MATHEMATICS TEACHING BASED ON THE PSYCHOLOGICAL CHARACTERISTICS OF CONTEMPORARY COLLEGE STUDENTS

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Background: Psychological characteristics belong to a kind of psychological phenomenon, which are often expressed in psychological activities. Psychological characteristics are different due to personal ability, temperament and personality. According to the performance stability, psychological characteristics are divided into conditional reflection and non-conditional reflection. Through the performance of personality tendency, psychological characteristics are divided into three levels: human nature, personality traits and personality accomplishment. The manifestation of psychological characteristics is directly reflected by the formed psychological state, that is, the situation of psychological state directly reflects the actual psychological phenomenon. The generation of psychological characteristics. A certain psychological state forms a long-term stable state after many psychological state experiences. This state has different degrees of influence according to the actual situation.

In the long-term situation, the students' psychological will not meet the new requirements of mathematics teaching, which will have a negative impact on the students' psychological characteristics, which will lead to a negative impact on the students' psychological will in the long-term process of mathematics teaching. This psychological characteristic not only delays the learning efficiency, but also affects the living state, and even is not conducive to personal development. There is a great contradiction between the traditional teaching system and the psychological characteristics of modern college students. As the cognitive subject, students are the builders of the knowledge framework. The degree of students' active learning is the key to achieve mathematics results. The way of mathematics teaching should help and promote the construction of students' knowledge from a psychological point of view. For example, by adjusting the teaching content, teaching can reduce students' sense of distance and resistance to college mathematics, increase students' self-confidence and eliminate their wrong cognition of college mathematics psychologically. Integrating the history of mathematics development into teaching, increasing story teaching and reducing students' fear of difficulties. Adjust teaching and training methods, guide students patiently and actively, and reduce students' rebellious psychology. Therefore, college mathematics teaching methods not only reflect students' psychological characteristics, but also cultivate students' positive and healthy psychological characteristics.

Objective: This paper analyzes the psychological characteristics of contemporary college students in the process of college mathematics learning, and aims to achieve good results for college students in mathematics learning and help college students establish positive and healthy psychological characteristics by adjusting mathematics teaching mode.

Subjects and methods: In five higher vocational colleges, 50 college students with psychological characteristics of emotional fluctuation were selected respectively, and 250 of them were taken as the research object to participate in the experiment of affecting college students' psychological characteristics different from the traditional mathematics teaching mode. The experiment was divided into two groups, 1225 people in each group. The first group was the control group of traditional mathematics teaching, and the second group was the experimental group of innovative mathematics teaching. Learning mathematics is a long-term process, and the change of psychological characteristics also needs to be influenced by the environment for a long time. Therefore, the experimental cycle is 6 months. The experimental results are