

experimental group and the control group after 4 months of experiment. The score of students' change indicators is 1-5. The higher the score, the better the psychological indicators. The psychological index scores of the students in the experimental group were significantly better than those in the control group. It can be seen that adopting the teaching mode of institutional transformation has a good role in promoting students' positive psychology and is conducive to the development of teaching.

Table 1. Shows the results of changes in psychological indicators of students in the experimental group and the control group after 4 months of experiment

Project	Experience group				Control group			
	1 month	2 months	3 months	4 months	1 month	2 months	3 months	4 months
Happiness	2	3	3	4	1	1	1	2
Interpersonal communication	1	2	3	4	1	1	1	1
Learning ability	2	3	4	5	1	2	2	2
Aesthetic experience	2	3	3	4	1	1	2	2

Conclusions: Innovation and entrepreneurship education in colleges and universities has always been a very key educational discipline in the development of colleges and universities. Innovation and entrepreneurship education meets the requirements of China's social development and meets the direction of education reform. In the implementation of innovation and entrepreneurship education, taking into account the diversity of social development and the specificity of education implementation, the transformation of the implementation system of innovation and entrepreneurship education in colleges and universities, such as innovative education methods, improving teaching content and paying attention to teaching practice, will be more conducive to the formation of students' positive minds and play a positive role in the development of students. The experimental results for half a year show that adopting the system transformation teaching mode is more conducive to the cultivation of students' positive psychology, and can promote the development of teaching, improve students' comprehensive quality, and provide important reference for the development of China's educational reform.

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THE GUIDING EFFECT OF CRAFTSMAN SPIRIT ON STUDENTS' VALUE COGNITION PSYCHOLOGY IN IDEOLOGICAL AND POLITICAL EDUCATION

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Background: In the 1980s, some psychologists took value as the focus of psychological research, and paid attention to the research on the relationship between the role of researchers' psychological factors and development. Psychology belongs to a very wide research discipline and plays an important role in the work of higher education. Cognitive psychology, as a psychological discipline that studies people's advanced activities, will better reveal the value relationship between the changes of people's psychological activities and development. In the research of cognitive psychology, people's different cognition will bring different effects on people's thinking, thinking and sensory experience, and even produce value conflicts and cause contradictions. With the expansion of the research on cognitive psychology, people's various behavior and body movements can be used as the description of information transmission, and as a signal as a logical layer to refer to behavior. This expression of cognition is loaded on the human nervous system through the human brain nervous system. The leading idea of modern cognitive psychology mainly comes from the Western empirical scientific model. Through the research on human information processing system, we can further tap the factors of human development. The research based on cognitive psychology will better explain the value of people in development. At the same time, through the cognitive process, it reveals the relationship between human cognitive psychological changes and human development changes. In the ideological and political education in colleges and universities, the spirit of craftsman will have a positive impact on students' value cognition psychology, and will be conducive to promoting the development of education.

In the current ideological and political education in colleges and universities, craftsman spirit has a positive impact on students' thoughts, personality and three outlooks. Craftsman spirit is a concentrated embodiment of the spirit of excellence, and is one of the important contents of Ideological and political education in colleges and universities. The study of craftsman spirit is conducive to the formation of intermediate forces in the cause of socialism with Chinese characteristics. At the same time, it can also be used as an important guiding opinion in the practice and reform of education in colleges and universities. The craftsman spirit in Ideological and political education in colleges and universities includes three aspects: first, keep improving, and strive to make students work seriously and to the extreme; Secondly, patience, patience in study and concentration in work. In addition, being rigorous, professional and indifferent to fame and wealth is also an important embodiment of the craftsman spirit, which is also fully reflected in the ideological and political education in colleges and universities. The education of craftsman spirit in Ideological and political education is conducive to the formation of students' three outlooks and thoughts, and helps students better understand themselves and have a clear understanding of personal development. In the research of cognitive psychology, students' self-cognition is conducive to the achievement of students' work tasks, as well as the realization of personal value and goal value. The task value is mainly reflected in the full understanding of the task and the subjective judgment of the things, relations, goals and behaviors in the environment, which will be more conducive to the development of students and promote the scientific development of students.

Objective: This paper discusses the concept and research content of value cognitive psychology, and analyzes the content and teaching significance of ideological and political craftsman spirit education in colleges and universities. Then it analyzes the guiding role of craftsman spirit in ideological and political education to students' value cognition psychology, so as to promote the positive and healthy development of modern college students.

Subjects and methods: The research took 100 students from several grades in a university as the research object, and carried out the teaching content of craftsman spirit in the ideological and political teaching for 4 months. The PASW18.0 software package and Excel 2007 were used to process all the data, and the changes of students' psychological indicators and learning quality before and after the experiment were evaluated based on the psychological scale indicators. The psychological scale based on cognitive psychology has six dimensions, including development value, respect value, communication value, contribution value, safety value and physiological needs, so as to evaluate the impact of Ideological and political craftsman spirit education on students' development.

Results: As shown in Table 1, it shows the psychological changes of students after four months of experiment, with a score of 1-100. Before and after the experiment, the indicators of students' cognitive psychological scale have been significantly improved, which shows that the craftsman spirit education has a positive impact on students' thought, personality and three outlooks, and is conducive to the development of higher education.

Table 1. The psychological changes of students after four months of experiment

Positive psychology	Before teaching	After teaching	P
Development value	21	96	<0.05
Respect value	16	79	<0.05
Communicative value	15	86	<0.05
Contribution value	13	91	<0.05
Safety value	17	93	<0.05
Physiological needs	20	86	<0.05

Conclusions: As one of the important quality subjects in the development of higher education, ideological and political education has a positive effect on students' ideology, morality, thinking ability and mental health. The education of craftsman spirit in ideological and political education in colleges and universities is conducive to the development of socialism with Chinese characteristics. At the same time, it can improve students' negative psychological state and enhance students' self-worth cognition from the aspects of ideology, emotion and morality. The experimental results show that the 4-month experimental test has significantly improved the indicators of the students' cognitive psychological scale, and the students' sense of self cognition has been significantly improved, which is conducive to the development of students' education and the realization of personal scientific development. The research content has important reference significance for the reform of higher education.

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THE POSITIVE PSYCHOLOGICAL INFLUENCE ON COLLEGE STUDENTS WITH THE TRANSFORMATION OF HIGHER EDUCATION MANAGEMENT MODE

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Background: In the research of modern psychology, positive psychology is a brand-new psychological research concept, which is the product of the combination of modern psychological research and healthy development. Generally speaking, positive psychology is the psychological state that everyone needs to pursue, and it is also called positive mental health. Positive psychology is helpful for people to get rid of the influence of various negative and negative emotions, and many people can get rid of difficulties and eliminate adverse factors, but it does not mean mental health, and the evaluation of mental health also needs to pay attention to other factors, including positive psychology. In the research of modern psychology, different scholars have different understandings of mental health, and the research of positive psychology also needs to be carried out in combination with the latest psychological theories, so as to more effectively solve people's mental health problems. In modern education, students' mental health is of great significance to the development of education and the development of teaching work. As an important indicator of healthy psychology, positive psychology needs to analyze the factors that affect students' positive psychology. At the same time, the study of positive psychology also has an important relationship with the formation of students' personality quality. People with positive psychology are easier to achieve self-satisfaction in facing and dealing with problems. In addition, it can stimulate more energy in participating in activities and personal development, and obtain better results, which is conducive to the formation of people's good thoughts and quality. In modern education, positive psychological performance includes the ability to love, the ability to work, the understanding and view of things, and the sense of social responsibility.

With the continuous reform and development of higher education, modern colleges and universities pay more and more attention to the cultivation of students' positive psychology. Positive psychology involves subjective experience and evaluation of value, including happiness, optimism and positivity. At the same time, in the study of individual level, according to the study of individual development, positive psychology conforms to the development law of modern civilization, and can achieve the maximum development of individuals in a positive psychological state. Therefore, positive psychology is regarded as an important indicator of modern education reform and development. Through the investigation of modern students' psychological demands, we can master the factors affecting students' positive psychology, and adjust the education and teaching process according to the law of students' development, which will be conducive to the formation of students' positive psychology and drive the development of modern college education. At present, in the development of higher education, many students are affected by the pressure of study, life, work and interpersonal communication, and their mental health has problems, which is not conducive to the formation of students' positive psychology. Therefore, in the development of higher education, we should actively adjust the educational management mode and take necessary measures to improve the teaching mode, which will have a positive impact on the development of modern education and help the formation of college students' positive psychology. The specific transformation of education management mode includes five management measures: humanized teaching, paying more attention to students' physical and mental health, strengthening the interaction between teachers and students, improving teaching resources, and improving teachers' professional level, so as to promote the development of modern colleges and universities.

Objective: This paper discusses the concept and research content of positive psychology, analyzes the relationship between positive psychology and mental health, and then studies the impact of the transformation of college education management mode on college students' positive psychology, in order to improve the current college education management mode and provide theoretical support for the development of college teaching.

Subjects and methods: In the study, 120 students of different grades in a university were divided into experimental group and control group, with 60 students in each group. Among them, the experimental group was taught in the changed educational management mode, while the control group was taught in