

buyers of goods. The psychology of seeking differences means that consumers pursue novelty and uniqueness, only pay attention to the uniqueness of goods in commodity consumption, and it is difficult for consumers to evaluate the value of goods. The psychology of comparison is the vicious psychology of consumers when consuming goods. Driven by the psychology of comparison, consumers will not make a rational analysis of goods, but only require them to meet their psychological needs, which is an undesirable consumption psychology. Realistic psychology is the most common psychological activity in consumer psychology. Most consumers first pay attention to the practical value of goods and buy them after evaluating them. In tourism consumption, consumers' consumption psychology is based on the construction of local tourism industry. The tourism industry and cultural construction of tourism destination directly affect consumers' psychological characteristics and play an important role in consumers' consumption preference psychology in tourism.

Objective: Starting from consumer psychology, this study analyzes the psychology and needs of consumers in rural tourism, and explores the characteristics of tourists' consumer psychological preference in the process of rural tourism. The research comprehensively analyzes the characteristics and problems of tourism industry construction under the background of rural revitalization, understands the impact of tourism industry construction characteristics of tourism destinations on consumers' consumption psychological preference, and expects to provide help for promoting the revitalization and development of rural tourism and promote the consumption of rural tourism from the perspective of consumption psychology.

Subjects and methods: The research adopt the way of investigation and interview to investigate and analyze several rural tourism areas, understand the characteristics and direction of tourism industry construction in these areas, and analyze the key of local tourism industry construction under the background of "Rural Revitalization". The research adopts the method of interview, and takes 16 rural managers and heads of tourism departments as the research objects to interview and exchange, so as to understand the characteristics of local tourism industry construction. And conduct random sampling interviews with local tourists to obtain the characteristics of local tourists' consumption psychological preference, and understand the impact of tourism industry construction characteristics of tourism destinations on consumers' consumption psychological preference through statistical analysis.

Results: The impact degree score of tourists on the characteristics of tourism industry construction is shown in Table 1. Tourists believe that the tourism industry construction of tourism destinations has an important impact on their consumption psychological preferences.

Table 1. Evaluation of tourists' influence on the construction characteristics of tourism industry

Object age	Experience group
18-35	3.79
35-50	3.66
>50	3.71

Conclusions: Consumer psychology is a subject that studies the law of consumers' consumption decision-making psychology and consumption behavior. Its core idea is to take consumers as the core, provide consumers with high-quality products and services, and promote consumers to carry out consumption behavior. Starting from tourists' consumption psychology, this paper explores the relationship between the construction characteristics of tourism industry and consumers' consumption psychological preference. The results show that the construction characteristics of tourism industry in tourism destinations have an important impact on consumers' consumption psychological preference.

Acknowledgement: The research is supported by: 2021 A Major Project of Basic Research in Philosophy and Social Sciences in Henan Province, "Research on strategies for deep integration of poverty alleviation and rural revitalization" (No. 2021-JCZD-26), 2020 Henan Province Philosophy and Social Sciences Planning Decision-making Consulting Project "Henan province to explore the establishment of a comprehensive poverty eradication and rural effective link-up mechanism" (No. 2020JC29).

* * * * *

INDUCING EFFECT OF OPTIMIZATION OF TEACHING MODE OF METAL MATERIALS AND HEAT TREATMENT ON STUDENTS' POSITIVE PSYCHOLOGY

Qin Zhang & Qiuhong Shi*

Guangxi Vocational and Technical Institute of Industry, Nanning 530003 China

Background: In the research of modern psychology, positive psychology is that people are in an optimistic, upward and stable psychological state, and in a positive psychological state, it has an important impact on people's physical and mental health and personal development. Although positive psychology is a manifestation of psychological state, it has a far-reaching impact on human development. In psychological research, it is found that there are four manifestations of people in positive psychology. The first is positive emotion. Emotion is an important factor affecting people's happiness index. Emotion has an important impact on personal mentality, understanding of things and interpersonal communication. Positive emotion is conducive to the achievement of activities and the realization of people's goals. The second is positive motivation, including achievement motivation, altruistic motivation and group motivation. Positive motivation is a necessary condition for adults to act. The third is to understand oneself, mainly through self-psychological adjustment. Positive emotions are conducive to personal evaluation, resolve personal negative emotions, and keep yourself in a positive psychological state. The fourth is positive change. Different environments will have a negative impact on people's psychology, and change is an important process of adjusting their mentality. Only by ensuring that individuals actively respond to and change in difficulties, can they achieve the goal of change on the basis of self-affirmation. Therefore, positive psychology has a far-reaching impact on people's development. In modern education, we should ensure that students have positive psychology, which is more conducive to the achievement of teaching effect.

Metal materials and heat treatment is an important professional discipline of science and engineering in colleges and universities. In college education, students generally have some problems, such as lack of interest in curriculum education, poor teaching response, low learning efficiency, poor examination results and so on. Considering the influence of metal materials and heat treatment on students' future employment development, relevant departments of colleges and universities pay close attention to students' class mentality. The psychological state of students has an important impact on the news of teaching. In the teaching research, it is found that most students are not positive in the classroom of metal materials and heat treatment, and the negative psychology affects the development of teaching. Therefore, in order to ensure that students have academic interest, have a good positive psychological state and improve the quality of professional course education, it is proposed to adjust students' mentality and improve the quality of professional course education through the excellent teaching mode of metal materials and heat treatment, so as to speed up the development of modern higher education.

Objective: This paper discusses the impact of positive psychology on human development, analyzes the four manifestations of positive psychology, analyzes the current teaching situation of metal materials and heat treatment in colleges and universities, and then puts forward to improve students' positive psychology by optimizing the teaching mode of metal materials and heat treatment, promote the smooth development of teaching, and provide theoretical support for the development of teaching in colleges and universities.

Subjects and methods: Taking 120 students majoring in science and engineering in a university as the research object, using Excel and SPSS20.0 for data statistics and processing. The students were divided into experimental group and control group. The number of students in each group was 60. The teaching of metal materials and heat treatment was carried out for 6 months. Among them, the students in the control group adopt the traditional teaching mode, while the experimental group adopts the optimized teaching mode, including changing teaching methods, improving teachers' professional quality, carrying out practical activity teaching and school enterprise integration teaching. The evaluation of students' positive psychological indicators include classroom enthusiasm, teaching quality, academic achievement and professional interest. The score is 100. The higher the score, the better the students' positive psychological state.

Results: As shown in Table 1, it is the change results of students' positive psychological indicators after 6 months of teaching experiment. It can be seen from the data in Table 1 that after six months of professional teaching, the scores of the experimental group and the control group are quite different, and the scores of the optimized teaching mode are higher, which has a positive impact on the development of students.

Conclusions: As an important subject of science and engineering in colleges and universities, the teaching effect of metal materials and heat treatment has not been good all the time, mainly because of its strong professionalism, high difficulty and boring content, which makes it difficult for students to be interested in it. Therefore, by optimizing the subject teaching mode to improve students' mentality and improve students' positive psychological state. The experimental results show that after six months of teaching experimental test, the scores of various indicators of the student group using the traditional teaching method have little change, while the experimental group using the optimized teaching mode has improved its performance and classroom teaching performance, which has a positive impact on students' psychological development and is conducive to promoting the scientific development of higher education.

Table 1. Comparison results of students' psychological grade changes

	Project	Before teaching	After teaching	P
Control group	Classroom enthusiasm	40	42	<0.05
	Teaching quality	39	38	
	Academic record	50	51	
	Professional interest	56	57	
Experience group	Classroom enthusiasm	40	67	<0.05
	Teaching quality	39	71	
	Academic record	50	78	
	Professional interest	56	73	

* * * * *

RESEARCH ON TEACHING INFORMATIZATION MANAGEMENT AND PRACTICE PATH IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

Ran Wei

Huaiyin Institute of Technology, Huaian 223002, China

Background: With the continuous development of science and technology, network data technology is gradually applied in various industries. However, the teaching efficiency of colleges and universities is still in the initial stage of information management reform. There are many problems in the teaching management of domestic colleges and universities, such as the lack of awareness of big data application, the lack of unified standards for teaching management data planning among colleges and universities, and the imperfect law of big data application. Out of the humanistic teaching concept and the goal of university education management, the informatization reform of university education management should be carried out under the guidance of more systematic theory. The teaching and management work in colleges and universities is of great significance to the physical and mental growth of college students. Management psychology is born in response to the needs of teaching management in colleges and universities. In order to avoid students falling into psychological problems that are not conducive to their development, such as out of control of the ability to regulate psychological pressure in study and life, lack of interest in interpersonal communication, lack of awareness of self-awareness and dignity, and so on. According to the guidance of management psychology on the reform measures of educational management informatization in colleges and universities, educational management reform should focus on establishing students' self-identity and collective identity, encourage students to establish self-confidence in learning and life, develop and improve students' interpersonal communication skills. From the perspective of the implementation of educational management informatization, the optimization strategy to meet the theory of management psychology lies in the simultaneous measurement of students' psychological and physiological information, which requires colleges and universities to add a new psychological evaluation module or psychological counseling team to the management system. In the design of network platform, the page design and content delivery of university information data management platform can be used. Beautiful web page graphic design can mobilize students' curiosity and learning enthusiasm, while good display content can improve students' ability to build their outlook on life and values.

Objective: Considering the humanistic teaching concept and the goal of college education management, this study uses the theory of management psychology to guide the reform of college teaching management informatization. Starting with the specific measures of the optimization of the management system and the design of the management platform of colleges and universities, this paper discusses the positive psychological guiding role of information management on college students, and finally achieves the goal of establishing students' self-identity and collective identity, encouraging students to establish self-confidence in their study and life, developing and improving students' interpersonal communication skills.

Subjects and methods: The subjects of this experiment are college students in a province. 140 students from four grades are invited to investigate, with an average of 35 students in each grade. The questionnaire involves the evaluation of students' attention to mental health in school teaching management and the evaluation of the psychological positive guiding role of information reform in teaching management.

Results: Students' evaluation of school teaching management is shown in Table 1.

In Table 1, students' evaluation of the current situation of school teaching management is divided into