

educational reform adheres to the people-oriented educational concept, and pays attention to the study of students' emotional and psychological changes in education and teaching. Through the study of students' psychological changes and emotional demands, it will be more conducive to the improvement of education and teaching. At the same time, it will be more conducive to promoting the development of teaching by putting forward targeted teaching opinions for students' differentiated psychology. The experimental results show that in the four-month experimental test, the scores of students in the experimental group with guidance measures are significantly higher than those in the control group, indicating that the improvement of education through the theory of educational psychology will be more conducive to the development of education.

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## RESEARCH ON THE MULTI INTERACTIVE TEACHING MODEL OF PRESCHOOL EDUCATION UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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**Background:** As an important branch of psychological research, educational psychology has an important application in the development of modern education. Educational psychology is an interdisciplinary subject of pedagogy and psychology, which includes school educational psychology, family and social educational psychology. In modern education, more and more educators will use the theory of educational psychology to provide reasonable educational guidance to students, teach students according to their aptitude, and achieve the educational goal of improving teaching and promoting students' enthusiasm. As a systematic psychological discipline, educational psychology combines the traditional educational idea with the psychological structure. In the research, it will deeply explain the psychological activity of people in the teaching process, and explain or explain the relationship between education and teaching from the perspective of psychology. In the whole research of educational psychology, educational work or process is not regarded as a general psychological activity process, but aimed at the development needs of the educated, such as knowledge, ability and intelligence needs, which is conducive to the cultivation of the educates' personal physical and mental and personality quality. Considering the educational process, there are differences in the physical and mental quality and intelligence level of each student. If all students adopt unified teaching strategies and unified guidelines, it will inevitably have an impact on the development of students. Therefore, in the research of educational psychology, it is necessary to fully put forward reasonable teaching guidance and planning opinions according to students' personality, learning ability and physical and mental status, so as to be more conducive to the development of students. In preschool education, taking into account the differences in children's development, it is necessary to intervene through educational psychology to help children develop better.

In preschool education, taking into account the differences in children's physical and mental development and intellectual development, adopting the same teaching strategy is not conducive to children's personalized development. Therefore, in the research of educational psychology, it is necessary to adopt differentiated teaching methods according to the characteristics of children's habits and interests, which will be more conducive to the development of children. Multiple interactive teaching is a teaching model specially developed for students' differentiation. It fully highlights the personalized characteristics of students, pays attention to participation and cooperation, and strives to enable all students to participate in activities and promote the development of education and teaching. In multiple interactive teaching, preschool teachers need to fully grasp the development characteristics of students, master the needs of students according to psychological theory, and then through the means of curriculum optimization, curriculum design, the use of teaching aids, and activity participation. Enhance children's sense of participation, experience and teaching interaction. In the actual interactive teaching mode, teachers take the following measures to carry out multi-dimensional interactive teaching in preschool education, including changing teaching concepts, paying attention to teacher-student cooperation, increasing game practice activities, making full use of various teaching resources, paying attention to home school cooperation and carrying out personalized teaching in the classroom, and effectively promoting the development and progress of children.

**Objective:** This paper discusses the related concepts and significance of educational psychology, analyzes the current situation of modern preschool education, and studies the related theories of multiple interactive teaching. Then it analyzes the impact of the multi-interactive teaching model of preschool

education on children under the background of educational psychology, and provides important theoretical reference for the development of preschool education.

**Subjects and methods:** The research take 100 children in a kindergarten as the research object. Through the research on children’s interests, physical and mental development characteristics and interest needs, it carries out a special diversified interactive teaching model, in which four measures will be taken to improve the teaching effect. The experiment lasts for four months. PASW18.0 software package and Excel 2007 were used to process all the data, and the psychological activities of children before and after the experiment were evaluated based on the indicators of educational psychology scale.

**Results:** Table 1 shows the psychological changes and performance results of children after four months of teaching experiment. The evaluation score is 1-8. It can be seen that according to the consideration of children’s development characteristics, interests and hobbies, effective multiple interactive teaching mode is adopted, and four measures are adopted for intervention. Before and after the experiment, children’s psychological indicators and achievements have changed greatly, and have made a positive impact.

**Table 1.** The results of psychological changes and scores of children after four months of teaching experiment

Positive psychology	Before teaching	After teaching	<i>P</i>
Cooperation ability	2	7	<0.05
Communication skills	1	7	<0.05
Teaching performance	2	8	<0.05
Interest index	1	7	<0.05
Satisfaction	2	8	<0.05

**Conclusions:** The application of educational psychology involves all aspects of education. Therefore, in modern education, it is necessary to fully explore the various psychological characteristics and influencing factors of people in the educational environment. Only through the excavation of people’s psychological characteristics and interest needs, can we continuously optimize and improve the teaching content, which can be conducive to the development requirements of students and drive the development of Canadian education. The experimental results show that the four-month multi-element interactive teaching has achieved a very good application effect in early childhood education, students’ psychological indicators have been improved, and children’s classroom performance has also made great progress. The content of the study has important reference value for the development of preschool education.

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## DISCUSSION ON THE DEVELOPMENT MODEL OF FOREST HEALTH BASE FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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**Background:** In modern commodity marketing, the study of consumer psychology is conducive to systematically revealing the relationship between consumer psychology and consumer activities, and achieving the purpose of promoting the development of consumer activities through effective marketing means. Consumer psychology is an important branch of psychology. The main content of the study is the psychological characteristics of consumer consumption activities and the research process of psychological activities. The study of consumer psychology first needs to clarify what is consumption. Consumption mainly refers to an economic behavior that human beings meet their own needs through consumer goods. In the process of consumption, the psychological changes of consumers will have an impact on the development of consumption activities. In the study of modern consumer psychology, consumer psychology presents diversified psychological characteristics. In the study of consumer psychology, it is necessary to elaborate and study consumer psychology and consumer behavior step by step. Through the mastery of consumer