

Table 1. Types of college students' psychological books and the proportion of books showing psychological resources

Book type	Literature (%)	Overview of social sciences (%)	Philosophy (%)	Medical (%)	Culture, science and education (%)	Others (%)
College students tend to book types	46.1	19.3	19.8	8.5	6.1	0.2
Existing psychological resources	54.2	6.3	11.8	14.5	13.1	0.1

It can be seen from Table 1 that the books on mental health resources read by readers mainly include five types: literature, general social sciences, philosophy, medicine, culture, science, education and sports. Among them, literature books are chosen by the majority of students, because students can release their psychology from excellent literary works, so as to reduce their psychological pressure. There are many useful life philosophies in philosophy books, which can solve some psychological problems of students, and are also very popular with college students. General social books include many books on gender issues, love and family, marriage, and how to deal with interpersonal relationships, job interviews, etc. they are highly applicable to students and have become the main choice for college students. Medical books contain a lot of health care knowledge, and cultural, scientific and educational books involve some knowledge about studies, graduation thesis design, etc., so they are also popular with college students. At present, among the psychological resource's books in the university, literature accounts for the highest proportion, followed by medicine, culture, science and education books account for the third, philosophy books account for the fourth, and social sciences general comments are the least, which is different from the actual tendency of college students. The proportion of the existing books of philosophy and social sciences is too low, and the proportion of the existing books of medicine and culture, science and education are slightly high, resulting in the imbalance of demand and resource distribution and the waste of resources.

Conclusions: According to the type of books that college students tend to read and the proportion of books with existing psychological resources, we should maintain the number of psychological resources of literature, and increase the proportion of books with philosophical and social sciences to meet the needs of college students for these three kinds of psychological resources. To screen the books of medicine and culture, science and education, so as to reduce their proportion, promote the optimization of collection resources and improve the utilization of collection resources. At the same time, it provides a reasonable Book environment for students to reduce pressure, and promotes the development of mental health education in colleges and universities.

Acknowledgement: The research is supported by: Research on the Development of Hainan Library, Supported by National Social Science Foundation of China in 2019 (1044-2018) (No. 19BTQ015).

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RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM ON COLLEGE STUDENTS' POSITIVE PSYCHOLOGICAL DEVELOPMENT BASED ON THE INFLUENCING FACTORS OF COLLEGE STUDENTS' MENTAL HEALTH

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Background: Mental health education refers to a kind of educational activities that educators use the theories and technologies of psychology, pedagogy and related disciplines to help students solve their psychological problems and promote the improvement of all students' psychological quality and the healthy development of their mental functions in accordance with the characteristics of students' physiological and psychological development laws, combined with mental health education courses, mental health education activities and other ways and methods related to mental health education. Mental health education in colleges and universities is not only the main front for popularizing mental health knowledge, but also an important part of ideological and political education in colleges and universities. Different from the traditional ideological and political education, ideological and political education is a new type of ideological and political education, which gathers various educational forces and promotes the integration

of education to achieve the educational goal of Building Morality and cultivating people. It requires that the direct or indirect ideological and political education elements contained in the course group be fully explored in the teaching courses offered by colleges and universities, and combined with the actual situation of students. We should flexibly integrate the socialist core values and other ideological and political education elements into the teaching. Ensure that students have correct values, outlook on life and world outlook while learning basic courses and professional courses, reduce and solve students' psychological problems as a whole, and enable students to face their current life and possible setbacks and challenges in the future with a positive attitude. As a key step in the growth stage of life, psychological quality is directly related to the future work and life. However, at present, college students' participation and enthusiasm in ideological and political education are not high, and they do not realize that ideological and political education will bring long-term beneficial effects to themselves. This study will investigate and calculate the mental health level of the two groups of students under different mental health education conditions, so as to obtain the positive impact of ideological and political education on college students' mental health under the influence factors of college students' mental health, students and schools should pay attention to ideological and political education and mental health education.

Objective: Through questionnaires and other ways to understand the level of students' mental health, this paper studies the positive impact of ideological and political education on college students' psychology based on the influencing factors of college students' mental health.

Subjects and methods: 100 students of 2017 in a school were selected for research, investigation, follow-up and follow-up visits, 50 male and 50 female. Excel software was used to generate numbers randomly, and boys were set as odd numbers and girls as even numbers. Students numbered 1-50 were divided into experimental group and students numbered 51-100 were set as control group. The general data of the two groups of students were not statistically different ($P > 0.05$). Mental health education intervention was carried out at the same time of ideological and political education for the students in the experimental group, including carrying out mental health lectures, opening psychological counseling windows and providing free psychological counseling services for the students, increasing psychological courses and distributing educational books or learning materials related to mental health. Promote students' attention to their physical and mental health and self-correction and self-examination. The control group received ideological and political education without any psychological intervention. Both groups of students are required to fill in the college students' mental health questionnaire, which includes five items: depression, anxiety, inferiority complex, interpersonal sensitivity and obsessive-compulsive symptoms, with a score of [0,5]. The higher the score, the more serious the symptom. The mental health level of the two groups of students under different mental health education conditions was compared.

Results: SPSS software was used for data statistics and analysis, and t-test was performed on counting data and measurement data. $P < 0.05$ indicates that the difference is statistically significant. The mental health scores of the two groups of students are shown in Table 1.

Table 1. Mental health scores of two groups of students

Group	Depressed	Anxious	Inferiority	Interpersonal sensitivity	Obsessive compulsive symptoms
Experience group	1.02±0.03	1.17±0.23	1.09±0.36	1.28±0.15	0.18±0.16
Control group	1.54±0.34	1.48±0.25	1.62±0.13	2.13±0.15	1.86±0.18
<i>t</i>	15.0526	5.0378	4.5697	14.5831	11.4125
<i>P</i>	0.0001	0.0002	0.0001	0.0003	0.0004

The scores of depression, anxiety, inferiority complex, interpersonal sensitivity and obsessive-compulsive symptoms of the students in the experimental group were significantly lower than those in the control group, indicating that the psychological health education for students can improve the psychological depression, anxiety, inferiority complex, interpersonal sensitivity and obsessive-compulsive symptoms of college students to a certain extent, and improve the mental health level of college students. The symptoms of both groups were statistically significant ($P < 0.05$).

Conclusions: Ideological and political education and mental health education for college students can find the psychological problems of students, and timely provide corresponding guidance and solutions, which can reduce the psychological pressure and psychological problems of college students to a certain extent, so as to improve the mental health level of college students and enable them to establish positive psychological states and concepts. Schools should attach importance to and strengthen ideological and political education, and students should actively participate in the mental health education courses

organized by schools.

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RESEARCH ON THE INFLUENCE OF THE ARTISTIC CHARACTERISTICS OF CERAMIC FIGURINES' COSTUMES ON CONSUMERS' AESTHETIC PSYCHOLOGY

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Background: Ceramic figure figurines are an important cultural product born in the historical development of China. Ceramic figure figurines are artistic products based on figure images and made of ceramic art. In the development of social civilization in China, there are significant differences in the character image characteristics of ceramic figure figurines in different dynasties, and because of the vast territory of China, there are also significant differences in ceramic figure figurines in different regional cultural backgrounds. The ceramic figurines in different cultural backgrounds are not only the differences of characters, but also the significant differences of clothing characteristics in different regions. Generally speaking, ceramic figurines are used to record local ethnic characteristics in a certain area and are used as a carrier for cultural production. Therefore, the clothing art = characteristics of the figurines also contain rich national thoughts. With the social development of our country, the image of ceramic figurines has become more and more abundant, and the clothing characteristics of the figurines have become more and more clear. In the tourism industry, in order to carry out better cultural inheritance, a large number of tourist attractions began to sell ceramic figurines as a souvenir with national characteristics. In addition, the ceramic figurines in the tourism industry are not only a kind of tourism consumer goods. In the psychological research, it is believed that the rich cultural ideas contained in the ceramic figurines can greatly affect the psychological behavior of consumers, and can help the tourists with psychological problems to some extent. Therefore, it has become the main means for psychologists to cultivate consumers' mental health by using the artistic characteristics of costumes in ceramic figurines, in which consumers' aesthetic psychology is more significantly affected.

The aesthetic psychology of consumers is a kind of psychological behavior based on the image of works of art. In psychology, it is believed that the primary subjective impression of an individual on things is established through the external image, and the establishment of the external image is the expression of the individual aesthetic psychology. Some psychological studies have proposed that aesthetic psychology can reflect the psychological activities of individuals in social communication. Often in individual social communication, visual effect is an important factor affecting the depth of communication. In addition, aesthetic psychology will also affect individual consumption behavior, and a large number of studies have proved that consumers with different aesthetic psychology have different demands for products, and the economic benefits are also significantly different. In tourism activities, psychologists believe that consumers' aesthetic psychology is the main factor affecting the sales of tourism consumer goods. In tourism social interaction, consumers' aesthetic psychology is also affected by the product image in the tourism process. And a number of studies have pointed out that works of art under the traditional culture can better affect consumers' aesthetic psychology, among which the external image of products under the traditional culture has a more obvious impact. With the continuous diversification of ceramic figurine art, the impact of its clothing art features on consumers' aesthetic psychology has gradually become prominent. However, there is little research on the changes of aesthetic psychology caused by the ceramic figurine clothing art features. Therefore, the research deeply analyzes the changes of tourism consumers' aesthetic psychology under the influence of the ceramic figurine clothing art features.

Objective: This paper discusses the development status of ceramic figure figurines, analyzes the differences of dress art characteristics of ceramic figure figurines in different regions, and analyzes the differences and changes of aesthetic psychology of tourists and consumers under the dress art characteristics of different ceramic figure figurines.

Subjects and methods: With the help of machine vision technology to extract the clothing characteristics of ceramic figurines, including clothing types and clothing colors, 200 online and offline tourism consumers were recruited to participate in the experimental test. Using the clothing characteristics of ceramic figurines extracted by machine vision technology, this paper makes a visual impact on 200 tourism consumers, and evaluates the aesthetic psychological differences of consumers under different clothing characteristics. According to the differences of consumers' aesthetic psychology, this paper constructs a model of the influence of the artistic characteristics of ceramic figurines' costumes on