

be reformed. By integrating national culture into teaching and explaining relevant national cultural knowledge, students can understand the charm of different cultures, enhance students' understanding of students of different nationalities, ease the interpersonal communication barriers between them, improve the self-confidence of minority students, and enable students to improve their aesthetic awareness, learning initiative and enthusiasm after carefully feeling the cultural charm of different nationalities.

Subjects and methods: Taking the students majoring in environmental design as the research object, 167 students majoring in environmental design were randomly selected from a university. The selection criteria were grade, gender, age, nationality and region. Understand the basic information of these students, their views and suggestions on environmental design teaching, and analyze the reasons for students' negative psychology. Carry out environmental design reform teaching for students for 2 semesters, and record the relevant data of these students during the teaching period. Through the data processing and analysis of S-PLUS software, this paper studies the changes of students' negative psychology and positive psychology before and after the implementation of environmental design reform teaching, and uses the Positive Affect and Negative Affect Schedule (PANAS) to measure the students' related emotions, using grade 1-5 scores.

Results: Table 1 shows the scores of students' negative psychology and positive psychology after the implementation of environmental design reform teaching. It can be seen from Table 1 that the score of Sophomores' fear of difficulties is 1.76. The grade of Freshmen 'learning enthusiasm is 4.63, which is 0.12 lower than that of sophomores.

Table 1. The mental health status of rural residents after the implementation of Rural Revitalization Strategy and innovation strategy

Grade	Learning enthusiasm	Fear of difficulties	Interpersonal communication barriers
Freshman	4.63	2.03	2.21
Sophomore	4.75	1.76	1.54

Conclusions: In colleges and universities, due to the cultural differences between different ethnic groups, the communication between students of different ethnic groups is hindered. Many students show cultural self-confidence, have a negative attitude towards learning, and have negative psychology such as fear of difficulties and retreat. By integrating ethnic culture into teaching and explaining relevant ethnic cultural knowledge, students can understand the charm of different cultures, enhance students' understanding of students of different ethnic groups, alleviate interpersonal communication barriers between them, improve the self-confidence of ethnic minority students, and improve their aesthetic and professional level.

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THE IDEOLOGICAL AND POLITICAL EDUCATION ATTRIBUTES OF INNOVATION AND ENTREPRENEURSHIP AND THE INFLUENCE OF CURRICULUM IDEOLOGICAL AND POLITICAL CONSTRUCTION ON STUDENTS' LEARNING ESCAPE PSYCHOLOGY

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Background: In the process of higher education, cultivating creative, innovative and entrepreneurial talents is an important goal of education. However, in the actual process, although colleges and universities have set up the innovation and entrepreneurship course, they have not organically integrated innovation and entrepreneurship with the ideological and political construction of the course, have not made clear the ideological and political education attribute of innovation and entrepreneurship, and the goal of educating people has not been well completed. In the process of learning professional knowledge, students have an evasive mentality due to the difficulties in learning and many learning contents, and do not want to face the problems in the learning process, fear to solve problems, and use evasive psychology to deal with learning problems negatively. This attitude cannot solve the problem. On the contrary, with the extension of time, it will make the problem become more and more serious, and even affect the students' learning status. It will make the students' personality change imperceptibly, become negative and decadent, and become completely indifferent to learning. Learning to avoid psychology belongs to negative emotion, which may

occur to every student. The emergence of an escape mentality is not terrible, but the terrible thing is to let this negative mentality continue. Generally speaking, cowardly students are more likely to have evasive psychology. Such students who do not believe in their own ability and fear trouble are often not strong enough in willpower and are easy to drift with the tide. In addition to personality characteristics, students' environment will also have a great impact on students' learning psychology. Parents give students great pressure and pressure from learning. When the pressure exceeds the scope of students' bearing, students' emotions are easy to collapse and their self-confidence will decline. At this time, they are more likely to have an evasive psychology, do not want to face the things they need to bear, and want to relax their hearts. But often because of perseverance, they can't give up. In the long-term psychological conflict, these students are prone to mental health problems, and even lead to psychological diseases, causing great harm to students. Therefore, the effective intervention of schools and teachers is extremely important. In this regard, on the premise of cultivating innovative and entrepreneurial talents, the article clarifies the ideological and political education attribute of innovation and entrepreneurship, integrates it into the curriculum ideological and political construction, and studies its impact on students' learning evasion psychology, in order to improve students' ability to solve problems and improve their psychological endurance.

Objective: Understand the current situation of ideological and political teaching in the course, students' learning evasion psychology, analyze the reasons for students' learning evasion psychology, and clarify the ideological and political education attribute of innovation and entrepreneurship. On this basis, the ideological and political teaching of the curriculum should be reformed. Integrate innovation and entrepreneurship into the ideological and political construction of the curriculum. In the process of integration, the guiding role of the state should be strengthened. Colleges and universities should clarify the ideological and political education attribute of innovation and entrepreneurship, strengthen ideological and political education while teaching professional knowledge, effectively and timely intervene students' psychological problems, alleviate students' learning avoidance psychology, improve students' ability to solve problems, enable students to actively deal with problems in learning, and carry out social practice, practice and training activities. So as to improve the professional level.

Subjects and methods: The subjects of the study were college students. 369 college students were randomly selected from a university. These students come from different gender, age, major, grade and family background, analyze the reasons for students' learning evasion. The research objects are divided into three groups, namely, general professional curriculum group, curriculum ideological and political construction group and innovation and entrepreneurship integration group. The teaching of the three groups of students are general professional course teaching, professional course integration ideological and political course teaching and innovation and entrepreneurship integration course ideological and political teaching, and the number of the three groups is the same. The teaching time is one semester, during which relevant data are recorded. The mental health status of the three groups of students during the teaching period is studied. SAS software is used as the software to analyze the data. The higher the score, the higher the degree. The average value of all results is processed to avoid the impact of subjective factors.

Results: After one semester, the mental health scores of the three groups of students are shown in Table 1. In Table 1, the students in the general professional course group have the most serious learning evasion, with a score of 3.85, while the students in the innovation and entrepreneurship integration group have the lowest score of 1.98.

Table 1. Mental health scores of three groups of students after one semester

Group	Learning to avoid psychology	Learning initiative	Learning anxiety
General professional course group	3.85	2.32	4.01
Course ideological and Political construction Group	2.34	3.45	3.63
Innovation and entrepreneurship integration group	1.98	4.37	2.26

Conclusions: College students in the process of professional knowledge learning, due to the difficulty of learning, learning content and other reasons, there is an escape psychology. They do not want to face the problems in the learning process, are afraid to solve the problems, and use the escape psychology to deal with the learning problems negatively. Or when the pressure is beyond the scope of bearing, there is an escape psychology, which seriously affects the learning efficiency. By integrating innovation and entrepreneurship into the ideological and political construction of the curriculum, strengthening the

educational function of ideological and political education, students' psychological problems can be effectively intervened, their learning avoidance psychology can be significantly alleviated, and their professional level can be improved.

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THE GUIDING ROLE OF THE INTERNET ECONOMIC SUPPLY CHAIN MANAGEMENT MODEL BASED ON MANAGEMENT PSYCHOLOGY ON THE NEGATIVE EMOTIONS AND BEHAVIORAL MECHANISMS OF INTEREST AUDIENCES

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Background: The research content of management psychology is the law of people's psychological activities in organization and management. Its main task is to explore the psychological basis for improving business activities, find various ways to motivate employees' psychology and behavior, and maximize employees' enthusiasm, creativity and productivity. Its research mainly focuses on the specific social psychological phenomena in organizational management, as well as the specific psychological activity laws of individuals, groups, organizations and leaders.

Management psychology belongs to a marginal discipline, which integrates the research contents of multiple disciplines, such as psychology, sociology, etc. This psychology can also become behavior management, which can be applied in human resource management. It can also understand the behavior and psychological changes of the research object through the knowledge of this psychology, so as to promote the normal development of research. With the continuous development of network technology and economy, the Internet economy has been formed. Its technical basis is modern information technology, and its carrier is the electronic Internet. The development of Internet economy promotes the rapid development of e-commerce and the change of enterprise management mode. Supply chain is the carrier of enterprise logistics and other related components. The supply chain is composed of internal and external supply chains. Enterprises can carry out effective integrated management of the supply chain to achieve the goals of high quality and low cost. However, there are still some problems in the current Internet economy supply chain management. Due to the imperfect market and legal environment, the supply chain benefit audience is prone to mutual distrust, and there will be anxiety, anxiety and other negative emotions due to the fear of the dangers of the virtual supply chain. However, some enterprises may even do harm to other benefit audiences under the trend of interests. Being worried about this phenomenon will aggravate the negative emotions of benefit audiences. There are still some problems in the human resource management of supply chain enterprises. Under the influence of the Internet economy, it will enhance the accommodation and liquidity, and the brain drain is easy, which also means that the competitiveness will be weakened. This is also the reason for the negative emotions of the benefit audience, who fear that their own interests will be affected. This negative emotion will be directly reflected in their behavior, hoping to cultivate and retain more core talents. In addition, while the supply chain of the Internet economy develops, it also needs to assume corresponding social responsibilities. This process is supervised by the public, so that each interest audience in the supply chain will restrict their own behavior. When it conflicts with interests, these interest audiences will also have negative emotions such as irritability and tension. In this regard, the article studies the supply chain management model of Internet economy based on management psychology, and analyzes its guiding effect on the negative emotions and behavior mechanism of interest audiences.

Objective: Understand the current situation of the supply chain management mode of the Internet economy, the negative emotions and behavior of the benefit audience, and analyze the reasons for the negative emotions of the benefit audience. Based on the knowledge of management psychology, the supply chain management model of Internet economy is innovated. Through rapid response and flexible management, information transmission with zero-time lag can be realized, customer requirements can be met, market competitiveness can be improved, and more benefits can be earned for the benefit audience, which helps to alleviate the negative emotions of the benefit audience. Under the careful management mode, it guides the behavior of the interest audience, realizes the flexible and agile operation mechanism, improves the trust among the interest audiences, and improves their sense of security.

Subjects and methods: The research object are the leaders of supply chain enterprises. Fifty-four leaders of a supply chain were randomly selected to understand their basic personal information, their psychological status and their views on the supply chain management model of Internet economy, and to analyze the reasons for their negative emotions. Innovate the Internet economy supply chain management