

the end of the experiment, the average score of the group was 47.7, a decrease of 33 points. From the analysis of the experimental group, the score of this group before the experiment is also at a low level, with a score of 78.2 points. The difference is that the score of this group increases instead of decreasing during the experiment. The score in the first three months increases slowly, but the growth rate in the last three months is faster. At the end of the experiment, the average score of their job psychology evaluation is 128.6 points, up 50.4 points.

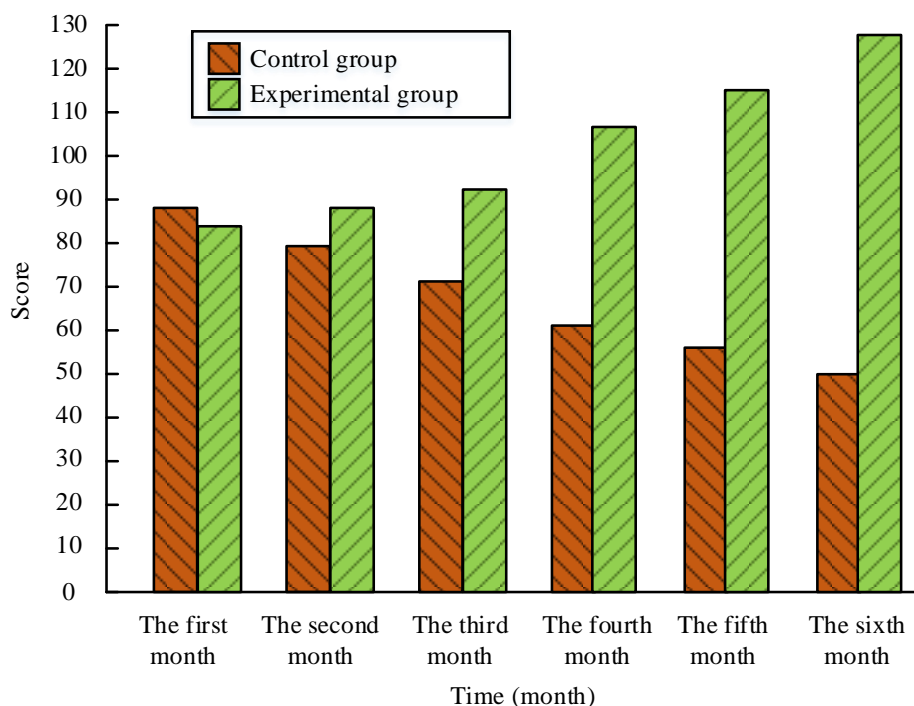


Figure 1. Evaluation results of self-made employment psychological evaluation scale in the experiment

Conclusions: In the face of huge psychological pressure on employment, students' body, mind and psychology are negatively affected, so as to ensure the development of students' high quality. Through the research of labor psychology theory, it is proposed to strengthen labor education and cultivate students' practical ability and self-confidence, so as to alleviate the psychological pressure on employment and cultivate students' correct self-confidence in employment.

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RESEARCH ON THE PSYCHOLOGICAL IMPACT OF TRADITIONAL SCULPTURE INNOVATION IN HEILONGJIANG PROVINCE ON AUDIENCES BASED ON DESIGN PSYCHOLOGY

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Background: Design psychology is a theoretical course in the design major. It is formed on the basis of psychology. It combines people's psychological state and their psychology of needs with design through consciousness. At the same time, it also studies people's psychological changes in the design process. The current sculpture education system is composed of social needs and personnel training. Among them, social demand is pragmatism, talent training is innovation oriented, and the long-term development of sculpture needs to meet these two aspects. With the development of design psychology in the exploration of art design, it has a great enlightening effect on sculpture education. In the research of art design theory and practice teaching in colleges and universities in China, psychology is an indispensable theoretical basis.

Some ideas of design psychology based on cognition and practice are of great significance to the development of art education in China. Sculpture education should adopt practical methods to make educators and learners related, so as to achieve the role of interaction. Students choose to create works in a certain way to achieve the purpose of independent learning, practical creation and feeling art and culture. The current sculpture teaching emphasizes the art theory and thought unilaterally, ignoring the self perception and the practical application of diversified creation in the teaching process. Therefore, there is an urgent need for innovation in the traditional sculpture teaching. Art innovation is ultimately to establish professional talents, so we should pay more attention to the psychological construction of students in innovation, which will play an inestimable role in art innovation. Sculpture innovation can help students build their hearts, absorb excellent culture and accept positive psychological elements, so as to create high-quality compound talents.

Objective: On the basis of design psychology, the research helps students to provide advice on sculpture innovation, aiming to help students achieve the purpose of independent learning, practical creation and feeling art and culture in sculpture innovation, and to explore the impact of sculpture innovation on their psychology.

Subjects and methods: The study selected 50 students majoring in sculpture design from three universities in Heilongjiang Province, and made 150 of them participate in the experiment on the psychological impact of sculpture innovation on the audience based on design psychology. The experimental subjects were randomly divided into two groups. The first group was the control group of traditional sculpture, and the first group was the experimental group of sculpture innovation under the background of design psychology. The duration of the experiment was set as 3 months, The self-made learning psychological scale was used for evaluation. The scale contains 25 evaluation items. Each evaluation item adopts a four-level scoring system of 1-4. The scores of each level correspond to 1-4 points respectively. The total score of the scale is 100 points, and the minimum score is 25 points. Among them, a five-level evaluation system is adopted according to the scoring standard. 25 to 40 points indicate a negative learning mentality; A score of 41 to 55 indicates that the subjects have relatively negative learning psychology; A score of 56 to 70 indicates that the subjects' learning psychology is in a balanced state, a score of 71 to 85 indicates that the subjects have a more positive learning psychology, and a score of 86 to 100 indicates that they have a positive learning psychology. In order to ensure that the experimental results are not subject to the subjective influence of the research object, the SAS statistical software is used to statistically analyze the experimental results.

Results: Table 1 shows the change results of the number of people in the psychological evaluation indicators of the research objects of sculpture innovation based on design psychology. In Table 1, it can be seen that in the control group, in the first month of the experiment, the number of people with negative learning psychology was 13, the number of people with more negative learning psychology was 38, the number of people with neutral learning psychology was 9, the number of people with more positive learning psychology was 9, and the number of people with active learning psychology was 6. At the end of the experiment, the number of indicators changed to 26, 41, 7, 1, and 0; In the first month, the number of evaluation indicators in the experimental group was 11, 40, 6, 7 and 7. With the progress of the experiment, the number of positive indicators increased significantly. At the end of the experiment, the number of evaluation indicators changed to 2, 5, 8, 38 and 22.

Table 1. Effects of sculpture innovation on students' psychology based on design psychology

Experimental grouping	Evaluation grade	Number of people at different stages (pcs.)		
		The first month	The second month	The third month
Control group	Negative	13	20	26
	More negative	38	39	41
	Normal	9	8	7
	More active	9	48	1
	Positive	6	5	0
Experience group	Negative	11	7	2
	More negative	40	20	5
	Normal	6	7	8
	More active	7	22	38
	Positive	7	19	22

Conclusions: The innovation of sculpture on the basis of design psychology is not only conducive to the development of creators' thinking and the absorption of various cultures, but also can help learners improve their interest in learning, cultivate positive learning psychology, and enable creators to achieve the purpose of autonomous learning and feeling art and culture.

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EXPLORATION ON IDEOLOGICAL AND POLITICAL TEACHING PRACTICE OF FINANCIAL ACCOUNTING COURSE BASED ON EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is an interdisciplinary subject with distinct characteristics, which is mainly manifested in the intersection of educational science and psychological science, basic science and applied science, and natural science and humanities. Educational psychology focuses on the application of psychological theory to education, which plays an important role in curriculum design, optimizing teaching methods, perfecting educational mechanism and stimulating learning motivation. Educational psychology helps to improve teachers' qualification, improve the quality of education and teaching, and reform education and teaching. Teachers are the key objects in the construction of teachers' team. Teachers' quality includes not only professional quality, but also educational quality. Therefore, educational theory and educational technology are an important part of educational psychology, which is conducive to the improvement of teachers' theoretical literacy and their ability to solve practical difficulties. Educational psychology can speed up the understanding of students, put forward targeted teaching methods, enrich their own teaching means, and then improve the quality of teaching. Under the intervention of educational psychology, it is beneficial to improve the level of dialectical materialism, enhance the consciousness of education, help students to carry out better ideological education, improve teachers' work summary ability, and then carry out educational scientific research to promote educational and teaching reform.

At present, the financial accounting course urgently needs to carry out the reform of ideological and political education. The ideological and political education in colleges and universities for a long time mainly relies on the public basic courses of ideological and political education in the early stage, so as to cultivate the political literacy of all general students from a macro perspective. Different professional courses have different and personalized characteristics. Ideological and political orientation in professional courses has become the focus of education and teaching reform. The core course of intermediate financial accounting is not only the basis for learning professional courses, but also an important basis for students' skills in the future. The ideological and political reform of this course is of great significance to cultivate cultural self-confidence and improve psychological personality.

Objective: At present, the ideological and political education in the college curriculum is seriously insufficient, and the ideological and political education is seriously separated from the professional education. Through the theoretical knowledge of educational psychology, the research carries out educational and teaching reform on the ideological and political education of the financial accounting course, aiming to help college students feel the ideological and political education in the professional education, cultivate their own cultural self-confidence, improve their psychological personality, and promote the all-round development of students.

Subjects and methods: The study selected 60 students majoring in financial accounting from 7 colleges and universities as the research objects, and made 420 of them participate in the experiment of the psychological impact of ideological and political education on students, a financial and accounting course based on educational psychology. The experiment lasted for 4 months. The 420 research objects were randomly divided into two groups, with 210 people in each group. The first group was the control group of the psychological impact of traditional financial course teaching on students. The second group is the experimental group of the influence of the financial accounting course ideological politics on the students' psychology based on educational psychology. The self-made learning psychological evaluation scale was used for evaluation. The scale contained 30 evaluation items. Each evaluation item was graded with four grades of 1-4 points. The total score of the scale was 120 points, and the lowest score was 30 points. The higher the score of the scale, the healthier and more positive the psychological status of the subjects was.