

In order to avoid the experimental error caused by the subjective factors of the research object, the experiment is expressed by the mean value, and the experimental results are statistically analyzed by SAS statistical software.

Results: The influence of ideological and political education on students' psychology in the financial accounting course is shown in Figure 1 through the self-made learning psychology evaluation scale. It can be seen from Figure 1 that in the experiment, the score of the psychological evaluation scale of the control group decreased month by month with the experiment, from 63.4 points in the first month to 45.1 points in the fourth month, a decrease of 18.3 points in the experiment. The experimental group achieved good results in the experiment. The evaluation scores of the subjects in this group increased significantly every month, with 58.8 points in the first month, 70.3 points in the second month, 88.1 points in the third month and 103.6 points in the fourth month.

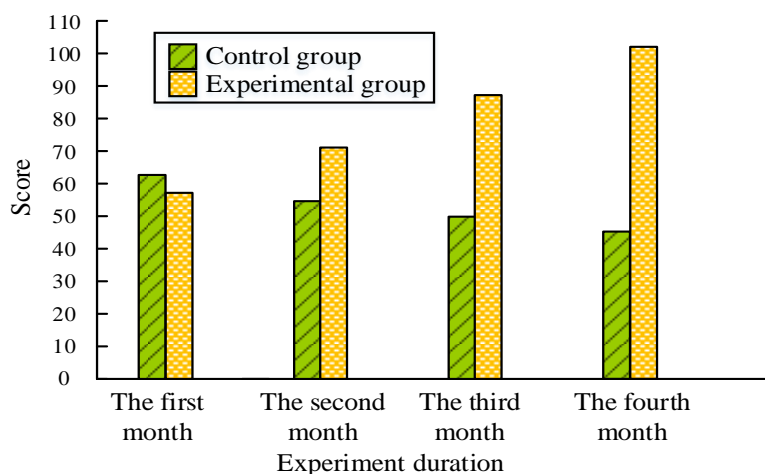


Figure 1. Score results of self-made learning psychological evaluation scale

Conclusions: Based on educational psychology, the research explores the practical way of thinking and politics in the course of accounting, and explores and analyzes the psychological impact of students through experiments. The experimental results show that this method is helpful to help students build cultural self-confidence, improve their psychological personality, improve their negative psychology, and is of great significance to enhance the development of students' quality.

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RESEARCH ON THE INNOVATION OF IDEOLOGICAL AND POLITICAL EDUCATION TEACHING MODE FOR COLLEGE STUDENTS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is increasingly concerned by society and education departments. Different from psychology, educational psychology studies the teaching process and learning as a comprehensive discipline. Educational psychology is a kind of theoretical knowledge that is about to engage in or is engaged in teaching, and guides the actual teaching work. Educational psychology is theoretical and abstract. The essential characteristics of educational psychology are teachers' characteristics, students' characteristics and teaching methods. In the traditional teaching mode, the teaching method is usually

fixed, including after-school homework and classroom teaching, which is not conducive to the improvement of teaching quality. Educational psychology and education are inextricably linked. The goal of education is to guide students to determine life values. School teachers need to inspire and educate students based on pedagogical knowledge, so as to maximize the teaching effect, help students develop positive values, and promote the vigorous development of education.

The common problems in the teaching process of ideological and political education for college students at the present stage are as follows: firstly, incentive education is supplemented by criticism education; There are few opportunities for practice and too much theory inculcation. Although some students can recite or even recite these theoretical knowledge, definitions and concepts, it is difficult for them to have a substantive understanding of the content, and their ideological and political awareness and views cannot be effectively improved. Contemporary college students generally live in the most prosperous “post-00s” in the motherland. Influenced by the Internet culture and Western culture, they advocate free space and a fair society. They hope to be respected by students, teachers and leaders in campus life and learning, and gradually become rich in the process of looking at things. In view of this phenomenon, the research combines the theory of educational psychology to innovate the teaching mode of Ideological and political education. The specific strategies are as follows. First, innovate educational theory and strengthen students’ positive emotional experience in the process of education. Second, actively promote the network education model. Schools and teachers actively apply the network, take students as the main body of teaching activities, take the network as a tool for learning and education, and combine psychological knowledge to deal with and solve the problems encountered by students in their daily learning and life. Third, innovate the educational mechanism and actively create an educational environment suitable for students’ growth and success. A good educational environment is an important link affecting the effect of Ideological and political education, which plays a positive role in management education, service education, teaching education and so on.

Objective: This paper analyzes the innovative strategy of the teaching mode of ideological and political education for college students from the perspective of educational psychology, and analyzes the role of the innovative strategy of the mode on students’ educational psychology, aiming at improving students’ comprehensive quality and helping them better integrate into education.

Subjects and methods: The students of two schools are selected as the research objects, and the effect of the innovation strategy of the ideological and political education teaching mode on the students’ educational psychology is evaluated through the dichotomy K-means clustering analysis algorithm. The number of students in each school is 100, and the duration is 3 months. The evaluation contents include innovative education theory, actively promoting network education mode and innovative education mechanism, which are respectively referred to by strategy1-3. The evaluation results are Rand index and adjusted Rand index, in which the range of Rand index is [0,1], and the range of adjusted Rand index is [-1,1]. In order to ensure the reliability of the results, the corresponding weights are set and the final calculation results are taken as the final results.

Results: Table 1 refers to the effect of the innovation strategy of ideological and political education teaching mode on students’ educational psychology after the implementation of the implementation strategy. It can be seen from Table 1 that the range of Rand index is 0.3-0.7 after the implementation of the three innovation strategies of college physical education teaching, and the range of Rand index is adjusted to -0.2-0.5. Therefore, the innovative teaching strategies of ideological and political education in colleges and universities can enhance students’ positive emotional experience and promote the cultivation of their comprehensive quality.

Table 1. The effect of innovative teaching mode of ideological and political education on students’ educational psychology

| Strategy | Rand index | Adjust rand index | Final result |
|-----------|------------|-------------------|--------------|
| Strategy1 | 0.3 | -0.2 | 0.05 |
| Strategy2 | 0.6 | 0.3 | 0.45 |
| Strategy3 | 0.7 | 0.5 | 0.60 |

Conclusions: After the implementation of the implementation strategy, the range of Rand index is 0.3-0.7, and the range of Rand index is -0.2-0.5. The core of ideological and political education is to determine the concept of students’ subject view and maximize the creativity, enthusiasm and initiative of students. Under the guidance of the subject view of fairness and justice, encourage college students to actively participate in the process of professional emotional experience, and enhance college students’ positive emotional experience in ideological and political education.

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RESEARCH ON THE GUIDING ROLE OF CURRICULUM IDEOLOGY AND POLITICS ON STUDENTS' SOCIAL CHARACTER

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Background: Social personality is a psychological feature recognized and accepted by its members in the interaction of social groups at a specific historical stage. If the social personality is divided into two types: traditional and modern, the social personality of college students in the social transformation also has the characteristics of transition, that is, the transition from tradition to modern. The research shows that school and family are the main social environment that affects personal behavior, psychological characteristics and personal ideas. Early family education has a great relationship with personal personality and psychology during personal growth, and school is the most important place for personal growth to shape moral character and world outlook. Parents' authority and respect for teachers and morality have a strong shaping power and penetration for individual socialization. The latest data shows that the current college students have a positive concept of financial management, value the quality of life, hope to have a relaxed and pleasant interpersonal relationship, have patriotism and a high sense of responsibility, but have a weak sense of independence and thinking logic ability. In essence, ideological and political education in colleges and universities is a discipline formed by schools or teachers' planned and targeted influence on students with the help of relevant ideological concepts, political views or moral norms. Its purpose is to make students' ideological and moral development, and finally gradually adapt to the needs of social development.

The research content of ideological and political education in the course is the law of changes in people's behavior and thought, as well as the law and method of ideological and political education. The important role of ideological and political education in the curriculum is as follows, shaping the correct values and outlook on life. Learning Marxist theoretical knowledge, including the description of "materialism" and "dialectics", can enable students to explore the essence of things more deeply and learn to look at problems flexibly. Marxist theory tells people to practice constantly. Only through continuous practice can we test the truth. At the same time, we should constantly improve our self-awareness and problem-solving ability in practice. Second, determine ideals and beliefs. Life values are mainly formed under the guidance of "dialectical materialism" and combined with collectivism. Through continuous learning, students can make a correct evaluation of the current social development and then choose a more correct attitude and position. Third, determine the correct political position. In the ideological and political education in colleges and universities, we should pay attention to the teaching of politics, which is of great significance for students to support the leadership of the Communist Party of China and build socialism with Chinese characteristics. Fourth, cultivate patriotism. Fifth, improve the ideological and moral realm.

Objective: This paper analyzes the role of ideological and political education in promoting the formation of students' social character in order to help students establish a correct and reasonable outlook on life and values.

Subjects and methods: The students from two schools were selected to analyze the impact of Ideological and political education on the students' social character through the grey comprehensive evaluation method. The number of students was 100 and the period was 6 months. The evaluation indicators are positive emotion, social ability, cognitive level, moral quality and patriotism. The evaluation result quantifies the degree of improvement through the five score ranges of 0-20, 21-40, 41-60, 61-80 and 81-100, indicating no improvement, slight improvement, improvement, significant improvement and serious improvement respectively. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average \pm standard error of all subjects was selected as the final result.

Results: Table 1 refers to the effect of Ideological and political education on students' social character six months after its implementation. From Table 1, it can be seen that the course ideological and political education has an obvious effect on the shaping of students' social character, especially in three aspects: cognitive level, moral quality and patriotic feelings.

Conclusions: The "Three Outlooks" education in schools can enable more students to understand the connotation of patriotism, clarify the new needs of patriotism in the new era, and gradually understand the relationship between patriotism and talent. Morality is not only the foundation of human survival and progress, but also an important support for the long-term and stable development of society in the future.