

STUDY ON CONSUMERS' PSYCHOLOGICAL COGNITIVE PREFERENCE FOR AUTOMOBILE FORM

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Background: For designers, the idea of a product appearance is often to judge the needs of the market through psychological subjective feelings, and the result is often far from the reality. Coupled with the fierce competition among enterprises, the product life cycle is shortened, so how to quickly and effectively grasp the psychological preference of the public and minority consumers for product modeling, as the basis for new product development, has become the goal of enterprises and designers, and is the main purpose of this study. Therefore, it is necessary to carry out the investigation and research of consumers' psychological cognitive preference.

Subjects and methods: This paper discusses consumers' psychological cognition and preference for product form through automobile products that are more concerned by the public, hoping to use this research to gain insight into consumers' psychological needs and preferences for automobile product form. Firstly, taking cognitive psychology as the research object, this paper reveals the internal psychological mechanism of information processing and the acquisition, storage, processing, extraction and application of information in the process of consumer cognitive psychology. This study uses the combination of combinatorial analysis and decomposition analysis to decompose the car form into many elements, but when investigating consumers' cognitive psychology and psychological preference, it takes the complete car form as a sample, analyzes each element of the form in the overall environment, and then connects it with the overall form preference.

Results: The results of research and questionnaire show that consumers' psychological consumption is in a transition period, the realization of psychological needs will be more and more guaranteed, and the cognitive structure will tend to be enriched and high-quality. In the coming period of time, consumers' consumption psychology will have a great impact, and their psychological needs will become stronger and stronger, tending to be large and elegant. The internationalization trend of automobile consumption has begun to appear, and the basic consumption trend will be continuous consumption upgrading. The psychological consumption demand of consumers will change from the simple pursuit of material consumption to the pursuit of spiritual consumption and service consumption, and from meeting the demand of basic models to the demand of multi model development.

Conclusions: To sum up, the target group prefers high-end economic cars when planning to buy cars, and the form has become a very important factor considered by the target group when buying cars. The cognitive psychological preference of the target group is to pay more attention to cars, and pay more attention to prices than general form elements. Consumers not only pay attention to the overall shape, but also pay great attention to the details. The full, smooth and integrated car shape is the most preferred by the target group. The psychological preference of the hatchback car is higher than that of the hatchback car. There is still a big gap between the shape design of domestic brand cars and the international level.

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RESEARCH ON THE APPLICATION OF POSITIVE PSYCHOLOGY IN COLLEGE STUDENT MANAGEMENT

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Background: With the rapid development of colleges and universities, the number of students is increasing year by year. The primary problem is how to better manage students scientifically and effectively, so as to provide favorable management guarantee for students' healthy growth and development. The students recruited by colleges and universities have some problems, such as poor learning foundation, obvious weariness, lazy daily behavior, lack of self-discipline ability, lack of self-confidence and action.

These problems affect the quality of talent training in Colleges and universities and restrict the development of colleges and universities. Therefore, how to manage students in Colleges and universities is the key to whether students become talents or not, and also determines the skill level of social workers in the future.

Subjects and methods: From the perspective of positive psychology, through the research methods of literature review, experience summary and observation, this paper takes college students as the research object, and carries out the following research. Firstly, it summarizes the relevant domestic research to provide a theoretical basis for the research. Then it summarizes the historical changes of college student management and positions its function. Systematically summarize the historical changes of college student management, and clarify the particularity and generality of college student management. This paper analyzes the current management mode and existing problems of college students. This paper puts forward the management ideas and principles of college students from the perspective of positive psychology. From the perspective of positive psychology, this paper puts forward the concept innovation of college student management and the principles that student management should follow. Finally, guided by positive psychology and taking the specific practice in student management as an example, this paper puts forward the Countermeasures of college student management from three aspects: creating the cultural atmosphere of students' all-round development, building the vocational curriculum of students' all-round development and building the practice platform of students' all-round development.

Results: The results show that positive psychology has completed the transformation of college educators' traditional concept of student management, and the key to abandon student management is the traditional thinking of preventing and solving problems. Positive psychology has also completed the further improvement of the school's education system, and has given full play to its role in education in Colleges and universities. It has truly achieved teaching and education, management and service education, so as to permeate a positive atmosphere in every link and form a good education environment. The results of this study provide a reference for the student management of similar schools, solve the common problems faced by student management, and build a discussion platform for discussing how to strengthen student management.

Conclusions: In short, the three contents of positive psychology used in college student management are inseparable. The formation of positive personality is based on positive emotional experience. The more positive emotions an individual experiences, the more conducive to the formation of students' healthy personality. This positive emotional experience should be continuous, so as to become a positive habit, To influence students' behavior, promote individuals to change their own environment, and actively experience positive environmental forces in the active organization system, so as to form a positive cycle and promote students' individual health and development.

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THE PSYCHOLOGICAL QUALITY OF COLLEGE ADMINISTRATORS UNDER THE BACKGROUND OF DIFFERENT STUDENTS' PERSONALITY TENDENCIES

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Background: Teaching work is the regular central work of colleges and universities. Teaching management plays a particularly important role in the management of colleges and universities. The psychological quality of teaching managers will directly affect the improvement of teaching quality and the realization of talent training objectives in Colleges and universities. However, at present, the research on the psychological quality of managers has just begun. Using educational statistics and psychological measurement to study the personality psychological characteristics of teaching managers, especially teaching managers in Colleges and universities, is not only the main hot issue of current research, but also the attempt and exploration of this paper in this regard.

Subjects and methods: This paper tests 200 teaching managers in several colleges and universities by using cartel's sixteen personality factors questionnaire, and then uses multivariate statistical analysis system MSA software and SPASS software, using statistical methods such as mean, standard deviation, t-test and analysis of variance The psychological quality of teaching managers at different educational levels is investigated and analyzed in detail; At the same time, it compares the psychological quality of teaching managers with other managers, finds out the gap, and constructs and optimizes the good psychological structure of teaching managers in Colleges and universities.

Results: From the overall test results, only more than one-fifth of the teaching managers have strong intelligence, stability, bullying, excitement, boldness, sensitivity and fantasy. They are smart, talented,