

ANALYSIS OF ECOLOGICAL CIVILIZATION BASED ON RESOURCES AND ENVIRONMENT EMOTION AND SOCIAL RESPONSIBILITY CONSCIOUSNESS

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Background: In recent years, a large number of documents on the construction of ecological civilization began to emerge, but mainly aimed at the macro level of strategic ideas, system construction, index system, path selection, government regulation and support system. However, there are relatively few studies on consumers' ecological civilization behavior. In this paper, consumer ecological civilization behavior refers to the problem of reducing resource waste and environmental pollution. In the whole process of consumption, consumers consciously implement the eco-friendly behavior of product reduction, reuse and recycling. The key lies in how to effectively guide consumers to consciously implement ecological civilization in purchase, use and processing decisions. Therefore, we must explore the internal factors and influencing mechanism of consumers' ecological civilization behavior. Based on this, this study mainly explores the psychological awareness factors affecting consumers' ecological civilization behavior and their action path on ecological civilization behavior, and tests whether demographic variables have a regulatory effect on the above path relationship, in order to provide reference for guiding consumers to implement ecological civilization behavior.

Subjects and methods: This paper uses literature, questionnaire and other research methods to construct a panel data model to empirically study the path of psychological awareness factors affecting consumers' ecological civilization behavior, and investigate whether demographic variables have a regulatory effect on these path relationships.

Results: Resources and environment emotion and social responsibility consciousness have direct effects on ecological civilization behavior, resources and environment perception have indirect effects on ecological civilization behavior, and resources and environment knowledge and personal consumption concept have both direct and indirect effects on ecological civilization behavior. In addition, the four demographic variables of gender, age, education and income have a regulatory effect on the specific path relationship between psychological awareness variables and ecological civilization behavior, which affect the existence or strength of the above specific path relationship.

Conclusions: This study reveals the internal mechanism of psychological consciousness factors affecting consumers' ecological civilization behavior. The internal influence mechanism of consumers' ecological civilization behavior generally follows the path of knowledge, faith and behavior, but this influence is realized through the internal specific dimensions of "knowledge", "faith" and "behavior". Resources and environment perception and resources and environment knowledge directly affect resources and environment emotion, resources and environment perception, resources and environment knowledge and personal consumption concept directly affect social responsibility consciousness, resources and environment emotion and social responsibility consciousness directly affect purchase behavior, and social responsibility consciousness directly affects processing behavior.

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PSYCHOLOGICAL ANALYSIS OF COLLEGE ENTERPRISE APPLIED TALENTS UNDER THE BACKGROUND OF SCHOOL ENTERPRISE COOPERATION

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Background: With the transformation of higher education to application-oriented has become an inevitable trend, the school enterprise cooperation mode, as an effective means to deepen the transformation and development of education and improve the quality of talent training, provides a strong talent guarantee for the rapid development of regional economy. In the context of school enterprise cooperation, investigate and analyze the professional psychological quality of applied talents, formulate training contents and methods consistent with the advantages of personality potential, improve their mental health and professional quality, and give full play to the advantages of school enterprise cooperation and the value of mental health education, It provides ideas for colleges and universities to cultivate applied talents with harmonious physical and mental development, good career planning and high comprehensive quality.

Subjects and methods: (1) Based on psychological theory and technology, 500 students from 10 colleges and universities in Hunan Province were randomly selected to investigate their professional psychological problems; (2) Using the methods of field investigation and expert interview, this paper analyzes the current situation of application-oriented talent training in Colleges and Universities under the background of school enterprise cooperation; (3) Through the methods of literature and logical analysis, based on the professional psychological tendency of Applied Talents in Colleges and universities, this paper puts forward countermeasures and suggestions on the training path of Applied Talents under the cooperation between schools and enterprises.

Results: (1) GATB test shows that about 1 / 3 of students' professional potential is limited, and the distribution of ability is uneven; (2) Some students are blind in major selection and career planning, and their psychological quality, learning interest, self-discipline, concept and advantage potential have a great impact on them; (3) After the expansion of enrollment in Colleges and universities, some students have feelings of inferiority, depression, self closure and even world weariness due to the deviation between learning quality and motivation; (4) Mental health education can shape the innovative personality of college students in the mode of school enterprise cooperation, improve the enthusiasm of College Students' active participation, and develop and tap individual professional potential to the greatest extent based on good applied psychological quality.

Conclusions: (1) We should actively take psychological evaluation, psychological counseling and other means to maintain their mental health in a planned and purposeful way, and comprehensively improve their comprehensive physical and mental quality through humanized education, self positioning education, emotional education, interpersonal relationship education and career planning education. (2) Actively establish the network of mental health education in Colleges and universities, improve the curriculum of mental health education, and improve the psychological counseling mechanism for college students; (3) Colleges and universities should help college students analyze their professional psychological structure in order to give full play to their advantages, and take effective measures to avoid disadvantages and develop purposefully; (4) Strengthen the development of professional psychological potential and learning interest, make use of the advantageous resources of school enterprise cooperation, optimize the curriculum structure, cultivate their good professional ethics and improve their ability to adapt to future career development; (4) Build a "double qualified and double capable" teaching team, actively build a comprehensive training platform for schools and enterprises, and further optimize the teaching system of industry, University and research.

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THE TIME VALUE AND EXISTING PROBLEMS OF INTEGRATING RED CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Red culture is the spiritual wealth and advanced cultural concept of China's revolutionary history, construction and development. It has unique educational value for ideological and political education in Colleges and universities. However, examining the ideological and political course in Colleges and universities from the dimension of acceptance psychology is an inevitable logic to follow the law of Ideological and political education, construct the process of receiving the educational content by the educatees, and improve the effect of Ideological and political teaching. Based on the cognitive psychological theory, on the basis of revealing the important significance of reception psychology to ideological and political education in Colleges and universities, this paper explores the era value and existing problems of the integration of red culture into Ideological and political education in Colleges and universities, and puts forward strategies and ways to innovate ideological and political education in Colleges and universities, which plays an important role in establishing college students' correct outlook on life and values and improving the pertinence and effectiveness of Ideological and political courses in Colleges and universities.

Subjects and methods: (1) Through the method of literature, this paper reveals the value of acceptance psychology to ideological and political education in Colleges and universities; (2) 15 colleges and