

integration of the thinking of setting the will in Confucianism in educational psychology can help learning to effectively set learning goals and provide a strong motivation for achieving learning goals.

In the current context of the Big Data era, students can be erudite in many ways, but the difficulty is how they understand the term erudition. The way to cultivate oneself and govern others". These are general knowledge principles that do not conflict with students' professional studies, so that they know that "if you do not seek knowledge, how can you test your knowledge".

On the basis of the accumulation of learning, students and teachers must learn to identify and ask questions, as Confucius once advocated. The Confucian scholar Confucius once advocated "not to be ashamed to ask questions". This means that at this stage of the learning process, students must have a sense of questions and can ask questions about the questions they have in the learning process, not just on the surface, but about the inner elements of the questions.

In the teaching of educational psychology, when students find a problem, they have to think about it and find the maximum solution to it. Confucius once said, "To learn without thinking is confusing, to think without learning is dangerous". Students should take an active role in the processing of the knowledge in educational psychology.

After the above-mentioned stages of learning, students already have a certain level of schema in educational psychology, the overall learning schema is in a balanced state, and the various parts related to the schema can find a relatively more appropriate place in the actual teaching structure, and students' perception of themselves is relatively clear. In Mencius. In Mencius, it is pointed out that "sincerity is the way of heaven; thinking sincerity is the way of man". Confucianism believes that man and heaven are interconnected, and that only when man's efforts reach the state of sincerity can he truly be the way of man, and thus be able to discern things clearly.

Confucianism has repeatedly emphasised the importance of revision. For example, Confucius once said, "Learn and learn at the right time", so that new knowledge can be studied continuously in order to deepen the impression of new knowledge and deepen the teaching knowledge in the mind. New learning is based on previous knowledge, and Confucianism suggests that learning from the past is not a mechanical review, but rather a review that leads to new insights. In educational psychology, Confucianism is a way to bring to the fore the unity of knowledge and practice, which is in line with the inner essence of the "inner sage and outer king".

**Result:** Confucianism is a very important educational resource in educational psychology, and it is of great relevance to the improvement of educational psychology teaching in colleges and universities, especially when it is integrated into educational psychology. The effective application of Confucianism in educational psychology will not only enable students to pass on and promote the excellent traditional culture of China, but will also have an unparalleled positive effect on the physical and mental development of current university students.

**Conclusion:** In summary, the full application of Confucianism to educational psychology and the construction of the "inner sage and outer king" model of educational contexts provide strong theoretical guidance for current educators to carry out educational innovation. This will not only extend the study and learning of educational psychology to society, but also enable teachers to consciously take up the historical mission of Confucian education and produce more high-quality talents for the country and society.

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## ANALYSIS OF THE PSYCHO-BEHAVIOURAL CHARACTERISTICS OF PORTFOLIO INVESTMENT

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**Background:** Conclusion the psychological and behavioural analysis of securities investment is to analyse and describe the investment psychological activities and investment behaviour of securities investors, so as to find out a series of regular investment patterns and help investors make the most correct investment decisions and avoid risks for them. To analyse the characteristics of the psychological behaviour of securities investment, it is necessary to first understand which are the main characteristics of the psychological behaviour of investment, which are the degree of investment need satisfaction Hierarchy; the convergence of the psychological behaviour of the investing public; the paranoia of the psychological behavioural characteristics of the investor's personality. Nowadays, the theory of securities

investment analysis is mainly studied from two aspects, macro and technical, but ignores the study of the main body of investment behaviour, some of which cannot be explained by simple technology. The study of the psychological behaviour of portfolio investment can explain part of the market behaviour from the side and then look for certain patterns in the stock market. The concepts of psychological and behavioural aspects of portfolio investment include value, price, wage, supply, profit, etc. Human psychological phenomena are varied and changeable, and psychological phenomena are mainly reflected in two aspects, namely psychological processes and individual psychological characteristics. Portfolio investment is a dynamic psychological and behavioural aspect that requires a motivation, in order to satisfy external stimuli, but also to obtain profits and avoid risks.

**Objective:** The main objective of studying the psychological behavioural characteristics of securities investment is to help the stock market to obtain certain regular behaviours, to analyse the characteristics of the psychological behaviour of securities investment by analysing the psychology of securities investors, to express the psychological behavioural characteristics of securities investment, to better plan for securities investors, to avoid risks and to create maximum benefits for them.

**Subjects and methods:** The main object of study is the securities investor, whose psychological activity is analysed to reveal the hierarchy of the degree of satisfaction of the needs of securities investment, obtaining the greatest psychological satisfaction is of paramount importance, only when psychological satisfaction is obtained can one be motivated to continue investing, firm investment information, a form of feedback necessary to seek a variety of means to satisfy the needs and therefore need to influence in a certain way the human emotions, experiences, thinking and will, to meet people's different degrees of need and produce different psychological feelings, in this research process used the analysis method, the securities investors' psychological behaviour is divided into three types, respectively hierarchical, convergent and paranoid, in the hierarchy is reflected in the physiological needs of investment, investment security needs, investment social needs, investment respect needs and investment self-fulfilment needs, securities The successful investment experience of investors can strengthen their confidence in investment; convergence is an indication that the psychological behaviour of the general public is influenced by the investment market, and the joint action of individual psychological price forms the psychological price of the general public group, and in securities investment, the benevolent will see the benevolent, the wise will see the wise, in order to have a stable mind in the stock market and follow the trend; in paranoia is experienced as the overconfidence of investors psychologically, and the reaction of individual behaviour in investment bias, leading to a lack of self-consciousness in the psychological behaviour of securities investors and even over-reaction, becoming over-optimistic when the market rises and over-pessimistic when the market falls.

**Result:** The results of the study show that the psychological behavioural characteristics of portfolio investment are closely linked to the individual and the stock market, and that success in portfolio investment leads to confidence, causing portfolio investors to increase their bets and satisfy their will to invest and their physiological needs, some of them are also looking for long-term stable income for their future retirement and medical care, and some of them are looking to gain group affection from it, in an investment market where The end of a trend and the beginning of a period of quotation are driven by the public. Therefore, the psychological behaviour of securities investors affects the development trend of the investment market, and also due to the differences in the quality of individual investors, the judgement of the psychological price level will also be different. The psychological behaviour of securities investors is different, and the analysis of the immediate price trend and volume is also different, and their gains and losses are also different.

**Conclusion:** It is concluded that securities investors have different psychological characteristics, and there are four main aspects that affect the psychological characteristics of investors, firstly, self confidence episode, investors are overconfident and overestimate their own judgment; secondly, loss avoidance, securities investors will measure the risk and reduce their losses by various means; thirdly, fashion seeking and herd mentality, securities investors buy and sell along with the public; fourthly, regret and caution, people will choose to reduce their sense of regret to invest, the above four then is the result of this study, different psychological emotion will cause securities investors different investment decisions, when a situation tends to extreme, will cause greater volatility in the securities market, securities investors' decision-making behaviour is different on the securities market, the front of the risk when the decision is not uniform, but also lead to market volatility with different directions of development.

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## THINKING ABOUT THE CONSTRUCTION OF SOCIAL MENTAL SERVICE SYSTEM AND THE DEVELOPMENT OF PROFESSIONAL SOCIAL WORK

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**Background:** In the current social development process, the construction of a mental service system is a very important task, which mainly refers to a specific organization and social force that can solve certain psychosocial problems for individuals or groups, and can help people cultivate self-esteem, self-confidence and a positive attitude. The construction of a psychosocial service system can, to another extent, promote the development of social work, and build a professional platform for efficient social work, expanding the functions and services of social work to a large extent and enhancing the overall professional capacity and level of this work. In the future, social work will also become more standardised and professionalised.

**Objective:** The psychosocial service system mainly involves different fields and professions, and is a source and basic social governance work. First of all, there is a need to make certain improvements to the organisational leadership structure, to work out a corresponding work plan, to have the local government department become the leading group, and to set up working groups in each street and town to be able to provide perfect mental services for all residents everywhere. In fact, every staff member should be clear about their senior responsibilities and provide more perfect services and assistance to the people, so that they can gain higher recognition and awareness. Secondly, a more professional network platform should be established to improve the convenience of services for residents. The relevant departments can clarify the main responsibilities and construction standards of the three-tier platform in the district, town and neighbourhood, and the relevant departments should follow the plan to build their own social service centres, and also open 24-hour service hotlines and arrange for professional staff to answer the phone, so that they can effectively provide more comprehensive services to the public. In addition, the mental services need to liaise with the local education department, the letter and visit office and the women's union to provide a more professional service for different needs.

**Subjects and methods:** Many regions have set up service systems and online service platforms, but in the process of application, many people reflect their needs through the online platform, but do not receive professional help and guidance in a timely manner. The mental services are inherently more complex.

The work of mental services is inherently professional and involves a certain degree of confidentiality and security in the process of providing specific services. The staff concerned cannot use security reasons to ask the management to do something that is against their professionalism, and the professional service staff cannot refuse to provide information to the staff on the pretext of confidentiality. Information from both sides should be kept in a two-way interaction in the course of the service.

**Result:** The main purpose of the social mental service system is to prevent social risks and resolve conflicts in the process of construction. Therefore, in the future development process, it is necessary to strengthen the daily screening work, to conduct health assessment for each community, and to provide individual guidance and assistance to some people with problems. For example, early warning platforms such as "Know Your Customer" can be set up to speed up the sharing of information and the linking of efforts. Some regional public security bureaus have worked with mental health research teams to develop a prevention system for mental illnesses. This software can be used to effectively send out early warning alerts, so that the police can verify the specific warnings and strengthen supervision to avoid greater safety problems. In addition to this, there is also a need to actively promote a sense of well-being, security and social identity among the public, and to help groups and individuals maintain a good social mindset in order to effectively prevent negative emotions and other safety issues from arising.

Whether it is staff in the community, school-enterprise cooperation or the expansion of other enterprises and institutions, the construction of a social mental service system can be expanded to a certain extent, and the mechanism of service and personnel registration and evaluation system should be further improved, so that the overall standardisation and professionalism of the specific work can be enhanced. Secondly, organisations can also recruit mental health volunteers, so that they can carry out targeted publicity and development during certain festivals. Especially for some primary and secondary school students, the elderly and staff in special positions to carry out more targeted mental services, covering the entire population in society, so as to better improve the construction of the entire mental service platform, to meet the different needs of different people. When building a mental service system in each region, it is also necessary to create its own brand as far as possible, so that the public can identify with it more effectively, so that it can effectively prevent the emergence of some mental problems.