Table 1. Effects of educational psychology on ideological and political teaching reform in higher vocational colleges

Content	Higher vocational college A	Higher vocational college B	Higher vocational college C
"Student oriented" education and teaching concept	3	5	5
Teachers' personal quality and skill training	4	4	4
Teaching information feedback mechanism	3	4	3
Multifaceted assessment of students	5	3	4

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INNOVATION OF E-COMMERCE LIVE SECOND KILL MODE DRIVEN BY CONSUMER PSYCHOLOGICAL FACTORS

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Background: The development of the Internet has promoted the development of China's E-commerce industry and live broadcasting industry. However, the two sides are also facing different difficulties. For E-commerce, the explosion of various apps has divided up the original considerable traffic, and the growth of the number of stores has made the traffic of each store very small. In contrast, the live broadcasting industry has obtained huge flow advantages, but it is faced with the problem of how to convert the flow into cash. In this context, the "live + E-commerce" model came into being. It draws on each other's strengths to make up for their weaknesses, diverts products or stores through live sales, and converts anchor traffic into revenue by means of sales share or promotion fee. "Online shopping" has become the primary choice for Chinese residents. Through online shopping, consumers can get rid of the restrictions of time and place, easily buy the goods they want, and buy any goods in the country or even overseas goods. Among the overseas shopping orders announced by Taobao in 2020, the demand for "infant milk powder" and "high-grade jewelry" has reached a new transaction amount in recent years, breaking through the transaction amount in 2019. In order to better stimulate China's economy, the E-commerce platform has derived a new live second kill mode. Through the second kill mode, stimulate consumers' own psychological "sense of crisis" and make them effectively participate in the purchase of goods. An excellent E-commerce live second kill platform is also an excellent consumer "psychological interpreter" to a certain extent.

The live broadcasting platform uses the existing number of users to bring traffic to E-commerce, which makes profits through sales. Online real-time interaction, coupled with store links, coupons, red envelopes and other means, consumers have obtained an entertaining and interesting shopping experience. Compared with general product market segmentation, this model has the advantages of low cost, high information efficiency, strong interaction, product diversification and no time and space constraints, which makes it have unique advantages in the general environment.

Objective: "Live + E-commerce" mode solves the dilemma of traditional E-commerce and traditional live broadcasting in one fell swoop, and enterprises are happy to apply it widely. From a practical point of view, as the main body of purchase behavior, the research on the influencing factors of consumers' behavior will help to understand the process of purchase behavior and the key factors that determine their purchase decision. Therefore, it is very necessary to explore the innovative effect of E-commerce live second kill mode driven by consumer psychological factors.

Subjects and methods: This paper mainly analyzes the effect from the innovative measures of E-commerce live second kill mode. By deepening the sense of shopping presence, online popularity effect and shopping trust. A third-tier city was randomly selected to issue a questionnaire to the public, and the statistical analysis class made innovations in the E-commerce live second kill mode.

Study design: 500 people were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 487 were recovered, and the number of valid copies was 469.

Methods: Use Excel to count the impact of E-commerce live second kill mode innovation on groups of all ages.

Results: In the "live + E-commerce" mode, the anchor plays the role of shopping guide in traditional marketing, gives consumers an on-the-spot experience, and urges consumers to make purchase decisions through situational structure and problem interaction. Net red itself has a certain fan group, and in the formation process of this fan group, it has successfully filtered out the "disapproving" audience. In this group, led by Wang Hong, the group's enthusiasm is fermented, consumers are stimulated by shopping, and the purchase conversion rate will be greatly improved. Due to the development of online shopping, its existing worry-free service increases consumers' satisfaction and trust. In addition, the authenticity brought by live broadcasting and trust in the anchor make it easier for consumers to buy products.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 groups is adopted and the average is taken to obtain the result rounded. The specific statistical table is shown in Table 1.

Table 1. Innovation effect of E-commerce live second kill mode

Content	College students	Wage group	Retired group
Shopping presence	3	5	5
Net red effect	4	4	4
Shopping trust	5	3	4

Conclusions: In the environment of the rapid development of emerging technology networks, the live broadcast network red E-commerce model is increasingly sought after by many people, completely subverting the rigid traditional business model. Due to its own characteristics, the operation mode of "live + E-commerce" has high attraction to consumers, can effectively promote consumers' purchase and cultivate loyal consumers. The key to its development is to attract consumers and promote the transformation from 0 to 1. E-commerce live broadcasting is an emerging industry. In an era when 5G is coming, "cloud live broadcasting" and "cloud selling" may become a trend. For the country, it is necessary not only to give this emerging industry good development opportunities, but also to supervise, improve relevant laws and promote the more standardized growth of the industry.

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CRIMINAL PSYCHOLOGICAL MOTIVATION OF ANTISOCIAL PERSONALITY MINORS IN CRIMINAL LAW

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Background: The juvenile social investigation system is a special system to analyze the reasons why minors embark on the road of crime according to their performance before and after crime, especially their growth background, family status, social relations and educational experience, so as to make their criminal responsibility more conducive to their education and transformation, so as to facilitate their return to society. Therefore, for the investigation report formed by this investigation, the people's court will take it as an important reference for sentencing in the process of judicial adjudication, so as to make the administration of justice to minors more in line with the characteristics of minors and realize justice under the special premise. At present, China's juvenile criminal social investigation system is still in its infancy, and there are still many imperfections. For example, the subject, content, procedure and application of the investigation are still rough and arbitrary. Therefore, in practice, the function of the juvenile criminal social investigation system has not been brought into full play, and there are still many cases that are mere formality or the investigation is not accurate enough. In order to enhance the scientific and accuracy of social investigation results and strengthen the neutrality and professionalism of investigation activities, it is necessary to further improve China's juvenile criminal social investigation system on the basis of learning from the relevant systems of other countries. Therefore, it should be carried out from the following aspects: First, through improving legislation, further clarify the subject of social investigation and improve the supervision mechanism of social investigation. Secondly, we should accurately define the attributes of social investigation reports, establish fair and impartial investigation procedures, and ensure the legitimate rights and interests of minors. Finally, we should improve the social investigation report system, increase the