

team. At the same time, after absorbing relevant knowledge, sharing with others can bring about the re flow of knowledge and promote the development of the whole company.

Table 1. Effect of positive psychological performance innovation on social and economic development

Factor	Knowledge sharing	Innovation performance	Psychological capital
Large enterprises	3	4	4
Medium-sized enterprise	3	4	3
Small business	4	3	4

* * * * *

ANALYSIS ON THE PROMOTING EFFECT OF EDUCATIONAL PSYCHOLOGY TRAINING ON COLLEGE TEACHERS' TEACHING EFFECT

Hongru Jia

College of Educational Science, Henan Finance University, Zhengzhou 451464, China

Background: Educational psychology is the social psychology that studies human learning, the effect of educational intervention, teaching psychology and enterprise organization in the educational situation. The focus of educational psychology is to apply the theories or research results of psychology to education. Educational psychology can be applied to design schemes, improve enterprise financing methods, promote development motivation and help enterprises face various difficulties and challenges in the process of growth. Colleges and universities aim to cultivate students' all-round development of morality, intelligence, physique and beauty, so that students can obtain professional knowledge, master practical operation skills, be full of innovative spirit and good professional ethics. Educational psychology is one of the compulsory professional basic courses for normal students and one of the key contents of teacher qualification examination. Some of the teachers are professional and technical teachers who have not graduated from normal universities. Although they learn the theoretical knowledge of pedagogy through training and refresher, they do not grasp the theoretical knowledge of Educational Psychology deeply and understand it thoroughly, it is also not fully applied in teaching. College students are in the puberty stage. Teachers can master and fully apply educational psychology to promote students' all-round development. It is an inevitable requirement for implementing quality education and improving students' all-round quality and comprehensive professional ability. College students' psychological education needs to be paid more attention, and college teachers need to put themselves in their shoes, Analyze the psychological characteristics, learning status and living needs of college students, deepen the correct guidance of college students' psychological education quality, and find a good solution in the work of college teachers. Some studies have proved that teachers' behavior is affected by their views on personality expression and values, that is, teachers' existing views on learning and teaching will have a significant impact on educational decision-making. Teachers' thinking researchers believe that the research on the psychological process of teachers' perception of teaching environment is the key to understand teachers. At the same time, relevant researchers believe that the research on the psychological process of teachers' perception of the teaching environment is the key to understand, predict and affect teachers' behavior. In this process, attribution plays a very important role, which is related to teachers' perception of the causes of students' behavior and students' emotional response. It can be seen that teachers' existing view of learning and teaching is very important.

Objective: The theory of educational psychology is helpful to the professional development of college teachers. Reflective practice is a main content of educational psychology. Teachers' reflective practice can more clearly understand their professional knowledge structure, and then play a certain role in promoting the development of professional knowledge and promoting the development of the rationality of teaching practice. Teachers' learning is not from theory, but from experience. Reflective practice is the most important way for teachers' professional development. Teachers reflect on their teaching ideas and existing experience, and then construct their own learning. Experts in educational psychology believe that if teachers participate in the process of self-reflection, the relevant research results and ideas will become valuable and meaningful to them. Practice has proved that teachers can improve their quality by establishing their own teaching theory, and constantly summarize and reflect at the same time. When college teachers encounter problems that they can't solve alone, teachers majoring in educational psychology give them corresponding guidance, which promotes the improvement of teachers' quality and plays the effect of

training to a certain extent.

Subjects and methods: 100 college students and 10 English teachers in a school were selected to fill in the questionnaire. The self-made psychological state self-assessment form was mainly used for evaluation, including 30 questions. The time for filling in the questionnaire was controlled within 20 - 40 min, and the teaching reflection of college students was counted. At the same time, interviews were conducted with teachers, including whether to support targeted teaching, teaching content considering psychological characteristics, etc. The psychological status of teachers and students was counted by Excel, and summarized, recorded and archived.

Results: The psychological state of students and teachers on the current curriculum design is shown in Table 1. It can be found that both students and teachers expressed dissatisfaction with the existing teaching model. At the same time, according to the results of statistics on whether teachers support targeted teaching considering students' psychological characteristics, 9 teachers expressed strong support. Teachers feel that combined with educational psychology, they can better find out students' real psychological ideas, help students solve problems, and not only improve students' English performance to a certain extent, it can also improve students' mental health.

Table 1. Reflection effect of teachers and students under educational psychology training

Factor	Dissatisfied	Quite satisfied	Satisfied
Teacher	1	1	8
Student	5	9	86

Conclusions: Educational psychology is one of the important theories to study modern teaching methods. It combines educational psychology with college teachers' teaching. In the teaching process, teachers should follow the teaching rules, understand the students' individual psychological characteristics, psychologically explore the process and characteristics of using language, learning language and mastering language, and reasonably arrange the teaching content, adopt appropriate teaching methods, effectively solve a series of psychological problems encountered in teaching practice, and achieve the actual effect of teaching.

Acknowledgement: The research is supported by: 2019 soft science project of Henan Provincial Department of science and technology, research on the supply side of talent training in Colleges and Universities under the background of "entrepreneurship and innovation" -from the perspective of Sino foreign comparison (Project No. 192400410109). 2019 Henan young backbone teacher training plan "Research on the utility support of sports psychological training to college students' sub-health state" (Project No. 2019ggjs268). 2020 characteristic project of scientific research and innovation fund of Henan University of Finance and economics "Research on the mechanism of College Students' physical training and mental health education in the new era"-all moderators.

* * * * *

DESIGN CONCEPT OF EXPRESS PACKAGING FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

Juanjuan Li

Institute of Art and Design, Changsha University of Science & Technology, Changsha 410114, China

Background: Experience economy follows the information age and replaces the traditional economy. The development stage of human economic life changes from the initial agricultural economy to industrial economy and service economy, and finally to experience economy, which is an extension of the value of service economy. The express packaging design concept created from the perspective of social psychology makes the design concept successful. In the era of industrialization, people pay more attention to the product function and modeling itself, seek more considerable profits, create income at cost, and lack communication and exchange between designers and consumers. Experience economy is more a physiological and logical experience. This requires that product design should also develop to a higher and deeper level. The focus of product design should turn to user experience, the interaction between products and users, and the impact on consumers' lifestyle. It absorbs the theory and experience technology in the fields of traditional design, usability and engineering, and has become the mainstream of modern design thought. The products and services provided in the information age can not only meet people's simple physical and physiological needs, but also bring people non-material experience. With the development of