

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.

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DESIGN CONCEPT OF EXPRESS PACKAGING FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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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

commodity economy and science and technology, more and more kinds of commodities are presented in front of people. The function of express packaging of commodities is becoming more and more important. Its function exceeds the definition of traditional packaging to a great extent. It has evolved into a multi-functional information dissemination aggregate. This internal change poses a higher-level challenge to Modern Express packaging design. In today's rich spiritual and material level, the form of traditional packaging is far from meeting today's consumers. Consumers' interest in packaged goods has expanded from simple needs to deeper pursuit of cultural connotation and innovative experience of goods. In short, product packaging should not only have functional benefits, but also experience or emotional benefits, so as to establish a closer skillful relationship between packaging and consumers, form an interactive relationship, break the traditional mode of one-way transmission of information in the past, and the essence of packaging is the silent promotion of products.

Objective: With the development of social productive forces, human society has gradually changed from the era of material production and consumption to the era of spiritual production and consumption, and people's consumption needs are more and more hierarchical. Therefore, the focus of product design should turn to user experience, the interaction between products and users, and the influence of consumption lifestyle. The essence of packaging design is the silent salesman of products, and its direct object is consumers. Therefore, packaging design is closely related to the psychological changes of consumers. Therefore, it is of great significance to analyze the design concept of express packaging from the perspective of social psychology.

Subjects and methods: This paper mainly studies and analyzes the design concept of express packaging from the perspective of social psychology. It is studied from four aspects: visual image, functional value, design structure and use experience. A third-tier city was randomly selected and a questionnaire was distributed to the citizens to investigate the impact of express packaging design concept.

Study design: 500 people were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 489 were recovered, and the number of valid copies was 472.

Methods: Using Excel statistics, the design concept of express packaging affects the effect from the perspective of social psychology.

Results: The visual image design of packaging is mainly composed of text, graphics and color. It is a visual and information-based design of packaging modeling through technical means such as printing process, so as to ensure that express packaging can effectively and accurately convey commodity information in the sales process and correctly guide consumers to buy and use. The design of functional structure of express packaging is an indispensable part of packaging, which is generally related to the purpose of consumers. People's requirements for packaging not only use functions, but also transform to the spiritual level, reflecting emotional communication and interaction. The use modes in express packaging design include opening mode and use mode of packaging auxiliary components. Packaging interactive design requires that the structural modeling of packaging can guide people's use and realize the interactivity of use in packaging. The interaction of consumer experience is a new creative experience in Modern Express packaging, which can bring additional value to packaging. The interaction of consumer experience is the information feedback of the use process of express packaging, and it is the most effective means to evaluate interactive packaging.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 4 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 500 groups are taken as the average to obtain the results and rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of express packaging design concept from the perspective of social psychology

Content	Visual image	Functional value	Design structure	User's experience
College students	4	3	3	4
White collar group	4	3	3	4
Retired group	3	4	4	3

Conclusions: The consumption level of modern consumers is gradually improved, and the consumption strength is gradually strengthened. Consumers no longer blindly follow the consumption market. People have independent consumption consciousness and consumption concept. The concept of consumption has changed culture, thought and education through social psychology. Express packaging has changed people's consumption concept. People's consumption concept has changed from pure rational pursuit to more emotional pursuit, and pay more attention to emotional communication and cultural experience.

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TEACHING REFORM AND INNOVATION OF POLLUTION ECOLOGICAL REMEDIATION TECHNOLOGY IN FORESTRY COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The rapid development of economy has not only greatly improved human life, but also brought great challenges to human survival. Human health problems and agricultural product safety problems caused by diversified environmental pollution make the task of pollution control, environmental restoration and ecological restoration very urgent. Training professionals who can deal with complex pollution problems and are competent in the formulation of remediation schemes and engineering design has also become one of the core objectives of the training of environmental science and engineering professionals in colleges and universities.

Educational psychology is a social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization in the educational context. The focus of educational psychology is to apply the theories or research results of psychology to education. Educational psychology can be applied to designing courses, improving teaching methods, promoting learning motivation and helping students face various difficulties and challenges in the process of growth. The terms “educational psychology” and “school psychology” are often used alternately, but usually those engaged in theoretical work and research tend to be called educational psychologists, while those engaged in practical work in schools or school related fields are classified as school psychologists. Educational psychology pays attention to how students learn and develop, and pays special attention to students with special educational needs in practical work. Through the relationship with other disciplines, it is also helpful to understand educational psychology.

Objective: In the teaching reform and innovation of pollution ecological remediation technology course in forestry colleges, there has been a major breakthrough and innovation in the concept, structure, content, implementation, evaluation and management of the course. Therefore, colleges and universities must also renew their ideas, reform the talent training mode, reform the teaching contents, teaching methods and means, so as to realize the organic combination of theory and practice.

Subjects and methods: Based on educational psychology, this paper mainly discusses the three factors of teaching reform and innovation of pollution ecological remediation technology course in forestry colleges and universities from the three aspects of implementing teaching requirements, integrating teaching content and optimizing knowledge structure. Three universities were randomly selected as the research objects, and questionnaires were distributed to their students to statistics the effect of educational psychology on teaching reform and innovation.

Study design: A questionnaire was distributed to 600 students. 200 students were selected from three universities for testing. The questionnaire is required to be completed at one time. The time for each person to fill in the questionnaire is about 15-25 min. A total of 600 copies were distributed, 600 copies were recovered, and the number of valid copies was 587.

Methods: The influence of Excel statistical educational psychology on the teaching reform and innovation of pollution ecological remediation technology in forestry colleges and universities.

Results: Pay attention to the communication of teaching requirements, emphasize the teaching requirements at the beginning, end and beginning of each course, stimulate students' expectation of learning new content and mobilize students' learning enthusiasm. The teaching content is messy and boring, which can easily lead to students' learning weariness. By integrating the teaching content and classifying knowledge points, it is conducive to improve the teaching effect. The integrated teaching content is clearer and clearer, which can enable students to obtain clearer learning ideas. Reasonable knowledge structure requires that knowledge revolves around the core, with primary and secondary. Expand step by step from point to area. Gradually deepen from basic to professional. If the knowledge structure is not divided into primary and secondary, it is difficult for students to successfully build a systematic knowledge structure. In