

many particularities. From the classification of land use, it is an independent type of land (G Class), which is also a land use form with strong permeability to other land, that is, the existence of ancillary green space. It is a complex of multiple functions, with different functions in different periods and different periods use status. Therefore, the understanding of urban green space, from different levels of society, from the perspective of the city different departments and professionals need to re-examine and understand to make the city green in terms of quantity (reasonable land occupation ratio) and quality (scientific spatial layout), the land has been most widely used. The basic guarantee is to give full play to the green space as the urban green infrastructure in peacetime and disaster alternative comprehensive effect.

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## OPTIMIZATION OF GARMENT PRODUCTION MANAGEMENT SYSTEM BASED ON COMPARATIVE PSYCHOLOGY THEORY

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**Background:** In the information age, in order to adapt to the rapid market changes, the ideal production base management mode of garment enterprises can be simply summarized as follows: (1) The production base always tells customers exactly when to deliver according to the production capacity and material supply in the process of order confirmation. (2) The quality can always be guaranteed to the greatest extent, and the production management system can automatically arrange the plans and tasks of each post in the production base according to the order. (3) According to the plan, task completion and production capacity change of each position, the production management system can dynamically analyze whether the order can be completed according to the original plan and remind when it cannot be completed according to the original plan. (4) According to the change of orders, the production management system can automatically adjust the plans and tasks of each position in the production base. (5) It can shorten the production planning preparation time, improve the production cooperation efficiency and shorten the product production cycle. For order processing enterprises, if the order business processing department realizes the complete networking with the production base, the order business processing department generally does not need to contact the production base to confirm the delivery date. The production management system can automatically calculate and confirm the delivery date according to the priority of orders, which will play a certain role in international trade. For production enterprises with independent brands and sales networks, due to the shortening of production cycle, the stock of finished products can be reduced, so as to reduce enterprise operation risks, save costs and improve benefits, enhance market competitiveness. The ultimate goal of production base management is to assist enterprises to achieve this ideal management mode. Of course, it also takes a certain time and stages, and requires comprehensive cooperation and efforts of enterprises.

**Objective:** Comparative psychology is a branch of psychology that studies the basic theory of animal behavior evolution and various behavior characteristics of animals at different evolutionary levels. It not only provides evidence and experimental proof for the development of scientific psychology, but also lays an unshakable experimental foundation for the rise and development of functional psychology, Gestalt school and behaviorist psychology. With the development of domestic economy, people’s consumption concept is upgraded, and the demand for personalized customized clothing is gradually increasing, which puts forward many new requirements for garment manufacturers. In order to quickly respond to market changes and meet market demand, manufacturers need to improve production efficiency. Garment production is a labor-intensive industry, which is inseparable from labor, which determines that labor has a great impact on production efficiency. Realizing intelligent production is the development trend of garment production enterprises, but many enterprises are limited by the high cost of purchasing intelligent equipment. In terms of improving efficiency, they can only choose to maximize the role of labor. How to use comparative psychology to stimulate employees’ motivation in the process of garment production and promote production efficiency, I will analyze it from two aspects: garment enterprise organization and garment production.

**Subjects and methods:** Comparative psychology is a branch of psychology that studies the basic theory of animal behavior evolution and the behavior characteristics of animals at different evolutionary levels.

John Archer believes that in the broadest sense, comparative psychology includes: (1) Any branch of psychology that compares human behavior and animal behavior, such as attachment theory in developmental psychology, comparison of human and animal sexual behavior, game and community development, comparative study of nonverbal behavior. (2) Historically, it has been called the psychological branch of comparative psychology because it pays special attention to the behavior comparison of different kinds of animals. The research object of comparative psychology is the behavior of animals on different evolutionary steps, focusing on the comparative analysis of different kinds of animal behavior. In principle, this comparison does not exclude people, and its purpose is to better understand human itself and position in nature. Through the discussion of the five basic problems of comparative psychology: historical origin, research content, research methods, research significance, research dilemma and turning development, this paper further clarifies the process of comparative psychology towards scientific and objective research, and points out its dilemma and turning development process.

**Results:** Starting from the organizational structure of garment enterprises. In order to make garment enterprises operate normally and achieve the purpose of production and operation, enterprises need to establish an organizational structure with clear functions, clear levels, foresight, coordination and restriction. When designing the organizational structure of garment enterprises, the superior subordinate relationship is inevitable. Due to the complexity of garment production links and functional departments, the weights of each link of garment production are different, and the functions and powers of each functional department are also different, resulting in a variety of complex superior subordinate relationships. Based on this, whether leaders in garment enterprises can effectively stimulate employees' work motivation has a great impact on the development of enterprises. The basis of incentive power is people's needs. Only when managers really understand what employees want, can they formulate corresponding incentive methods. They not only have a basic understanding through the information they submit, such as family members, economic status, housing, etc., but also need to pay attention to their work performance through daily work, pay attention to their life changes during conversation, etc. Based on understanding, care and support employees, respect their personality and dignity, listen to their suggestions, and praise their excellent achievements. In this way, managers can understand the target value and expected probability of employees, combine their personal goals with collective goals, and continuously mobilize the enthusiasm of employees. The behavior motivation of leaders also plays an important role. Leaders' words and deeds are the flaunt of employees. They should improve their own quality to convince people, enhance natural influence, reduce the influence of administrative power, and achieve the consistency of words and deeds and standards. What employees are required to do. They should do it first.

From the aspect of garment production, determining performance Adams of the United States believes that people's work enthusiasm is not only related to their actual remuneration, but also more closely related to whether people feel fair about the distribution of remuneration. If you think that the income to expenditure ratio is not equal, you will feel that you have been unfairly treated, resulting in resentment, and affecting your enthusiasm for work. Even produce a sense of frustration, righteous anger, hatred, and even destructive psychology. When a garment factory makes different garment styles at the same time, the number of garment production pieces of different orders is different. Secondly, the sewing process of each part of the garment is difficult, and the time and energy spent are also different. Finally, the workload of each worker is different, but the salary is the same. The complexity of the traditional production line leads to different pay for equal work, which is easy to cause unfair psychology of employees. After this unfair psychology is generated, employees may have irresponsible attitude when they work. They think that the salary they get is the same as that of less, good, or bad. Why should we pay attention to quality? If multiple employees have such ideas, the production efficiency will decline. Everyone is hanging on the production line and does not want to make progress, which will directly affect the delivery date and quality of clothing. Using RFID technology, database technology and network computer to form electronic tags, we can collect the working conditions and quantity of workers in real time, judge the performance of workers through scientific data, and give reasonable remuneration. It can be seen at a glance that the amount of pay depends entirely on the workers themselves, and the unfair phenomenon almost does not exist, which solves this problem to a great extent.

Position and position allocation. In response to the current market situation of changing styles and increasing demand for personalized customization, factories usually adopt division of production. Its production form is to disassemble the whole production process into several processes. Each worker is only responsible to produce one part, which will be transferred to the next process. Therefore, the allocation of Posts and the cooperation of workers between the front and rear processes are very important. This is the need for managers to play their organizational role. On the basis of good relationship with employees, fully understand what they are good at and what their personal goals are and arrange them to suitable jobs. Maslow's hierarchy of needs theory holds that there are two different needs in human value system, one is low-level needs and physiological needs, and the other is high-level needs. Man's high-level needs, namely

self-realization, is to express his own potential in the most effective and complete way. Meeting their senior needs can effectively mobilize people's enthusiasm. When the value of workers is fully demonstrated in their fields, they can obtain high-level satisfaction, to improve work efficiency. Secondly, understand the employees' personality and interpersonal relationship, straighten out the relationship, take the initiative to avoid negative factors for employees and keep them happy at work, so as to make the whole garment production line unimpeded.

**Employee training.** In the garment operation method, people are studied, and time is saved through standardized methods. Divide each process into units and remove unnecessary actions to achieve the principle of action economy, to shorten the operation time. This is the "time action analysis" advocated by Taylor, which greatly facilitates managers to find problems through scientific and clear numbers, rather than through error prone intuition. Reaching the principle of action economy cannot only understand the employees' interest and enthusiasm in work and apply the medicine to the case, but also improve the working procedures and procedures, reduce the working time, and improve the production efficiency. When clothing styles change more rapidly and complex, workers will inevitably encounter thorny problems. For this, managers should pay attention to the education and training of employees. People's needs are divided into material and spiritual. When the material aspects are met, the spiritual needs will be highlighted. Education and training are a spiritual achievement strategic incentive and a direct way to improve people's quality. Training personnel into talents not only improves the local production level, but also the academic atmosphere of the whole enterprise, and the management level is also improved accordingly.

**Conclusions:** To meet the diversified and changeable personalized clothing consumption demand, major manufacturers are constantly moving towards intelligent production, but at present, the threshold of realizing intelligence is still very high. Focusing on the existing and easy methods is undoubtedly a wise move for many manufacturers. In China, the labor cost is also rising. The garment manufacturing industry should pay more attention to the role of labor in enterprise production. Using psychological management, on the one hand, pay attention to economic benefits, make garment enterprises run well through scientific and rigorous management, and make production links high-speed and effective. On the one hand, people-oriented, humanized management, stimulated employees' sense of responsibility and honor, and fundamentally solved the problem of production enthusiasm.

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## ON THE ALIENATION OF COLLEGE STUDENTS' COGNITIVE PSYCHOLOGICAL BARRIERS IN THE ERA OF GLOBALIZATION

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**Background:** Globalization is not only a concept, but also a phenomenon and process of human social development. There are many definitions of globalization. Generally speaking, globalization refers to the continuous enhancement of global ties, the development of human life on the basis of global scale and the rise of global consciousness. Countries are interdependent in politics, economy and trade. Globalization can also be interpreted as the compression of the world and the view of the world as a whole. After the 1990s, with the expansion of the impact of globalization on human society, it has gradually attracted the attention of various countries in the fields of politics, education, society and culture, and triggered a large-scale research upsurge. For example, globalization is a double-edged sword for local culture. It will also gradually blur and lose the connotation and self-renewal ability of local culture. The tide of economic globalization has brought great changes to all countries in the world. The main driving force of economic globalization comes from scientific and technological progress. Driven by the new scientific and technological revolution, the growth rate of the world economy has greatly accelerated, and talents have become the basic guarantee of scientific and technological progress and social and economic development. As the cradle of cultivating high-level talents, colleges and universities should create favorable conditions from all aspects to deal with economic globalization, actively cultivate college students' innovation ability, and serve China's scientific and technological progress and social development in the new era. Cognition is an intelligent processing process for the body to recognize and acquire knowledge, which involves a series of random, psychological