

and greatly reduce learning efficiency. Therefore, we need to find a teaching method that can effectively alleviate students' anxiety and help students better learn the teaching course of financial accounting in colleges and universities.

Education experts have been looking for a way to effectively improve the teaching effect of financial accounting in colleges and universities, so as to improve the overall quality and professionalism of students and cultivate high-quality financial personnel. Psychology is a science that studies people's psychological phenomena and behavior laws, and the educational process is actually the process of students' and teachers' psychological activities. Therefore, the organic combination of psychology and teaching activities can effectively improve students' learning enthusiasm and initiative, further tap students' potential, and make students interested in college financial accounting courses, so as to improve learning efficiency. Based on educational psychology, this paper puts forward a teaching method of financial accounting course combined with educational psychology, which aims to reduce students' anxiety and depression, improve students' interest in learning, and then improve the teaching effect of financial accounting course and improve students' learning efficiency.

**Objective:** In order to alleviate students' anxiety and depression, make students interested in financial accounting course, improve the teaching effect of financial accounting course and improve students' learning efficiency, this paper studies and puts forward a teaching method combined with educational psychology, hoping to find a way to effectively improve the teaching effect of financial accounting in colleges and universities. In order to improve the overall quality and professionalism of students and cultivate high-quality financial personnel.

**Subjects and methods:** 200 students were randomly selected from the four grades of freshman, sophomore, junior and senior in three universities by stratified cluster sampling, including 104 boys and 96 girls. The students are from 6 finance related majors, aged 18-25. Hospital Anxiety and Depression Scale (HADS) and self-rating Anxiety Scale were used to evaluate students' mental health, and the teaching effect was evaluated according to students' scoring of financial accounting course and students' examination results. The course score ranges from 0 to 4. The higher the score, the more interested the students are in the course.

**Study design:** The above 200 students were randomly divided into study group and control group by digital random method, with 100 students in each group. Among them, the students in the research group adopt the teaching method combined with educational psychology, while the students in the control group adopt the traditional teaching method. After 4 months of teaching, according to the hospital anxiety and depression scale, self-rating anxiety scale, students' scores on course teaching and students' examination results, the mental health and teaching effect of the two groups of students were compared, and then the role of combined educational psychology in the teaching of financial accounting course in colleges and universities was evaluated.

**Methods:** SPSS 17.0 and Excel were used to count and analyze students' mental health and academic performance.

**Results:** After 4 months of teaching, the test scores of students in the research group and the control group were significantly improved compared with those before teaching ( $P < 0.05$ ). The test scores of students in the control group were significantly lower than those in the research group ( $P < 0.05$ ), as shown in Table 1.

**Table 1.** Test results of two groups of students

Timing	Examination results		<i>t</i>	<i>P</i>
	Research Group	Control group		
Before teaching	67.4±14.1	68.2±15.4	0.107	0.871
After teaching	87.2±9.3	79.2±13.4	6.501	0.001
<i>t</i>	9.403	6.642	-	-
<i>P</i>	0.001	0.041	-	-

**Conclusions:** The financial accounting teaching method combined with educational psychology can effectively alleviate students' anxiety and depression, make students interested in the course, improve the teaching effect, improve students' turnover, and cultivate high-quality financial personnel for the society.

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## BILINGUAL TEACHING MODEL IN COLLEGES AND UNIVERSITIES FROM THE

## PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** Social psychology is an important branch of psychology. It deals with psychological issues related to society. We know that all social events have human factors in them, that is, there are psychological problems in them. The psychology that studies these subjects is social psychology. In contemporary psychological science, cognitive psychology and social psychology are paid more attention. Social psychology studies the development and change of individual psychological activities from the perspective of individual and social interaction. Social psychology not only emphasizes the interaction between society and individual, but also attaches importance to the discussion of social situation and the inner psychological factors of individual. The research scope of social psychology involves individual social psychology and social behavior, social interaction psychology and behavior, group psychology, and applied social psychology. The specialty orientation is social psychology oriented by humanities and social sciences, and insists on the research thinking of social psychology combining humanities and social sciences under the frame of natural sciences.

**Objective:** Bilingual teaching refers to the use of two languages as a medium to carry out teaching activities. One of its objectives is to promote the modernization of teaching contents by quoting foreign language original textbooks. The other is to promote the cultivation of high-quality professional talents with international competitiveness and grasp of international dynamics. Textbooks are the carrier of teaching contents. The selection of excellent textbooks is not only the primary task of bilingual teaching, but also an important link related to the effect of bilingual teaching. Psychology education in colleges and universities develops late, but the role of psychology in social politics, economy and culture is increasingly prominent. Therefore, cultivating high-quality psychological talents has become an important educational goal of psychology. However, due to the insufficiency of psychological research level and research results in China, most of the teaching materials of psychology major in colleges and universities reflect foreign research results, especially social psychology. Compared with the domestic traditional textbooks, the use of original textbooks for bilingual teaching will help students broaden their horizons, understand the cutting-edge trends of psychological development and master authentic English expressions. Therefore, we choose social psychology as a pilot to carry out bilingual teaching, and through the practice of teaching in recent years to explore a certain experience.

**Subjects and methods:** Bilingual teaching is one of the important measures in modern higher education and teaching reform, which reflects the improvement of teaching quality and the cultivation of professional talents. Through investigation and analysis, the improvement of bilingual teaching mode in colleges and universities is completed from the following aspects: First, change ideas. Second, build a reasonable bilingual policy system. Third, improve the bilingual teaching conditions. Fourth, strengthen the construction of bilingual teachers. Fifth, establish a perfect bilingual teaching evaluation system. Teaching means and methods are important links in the teaching process, which are closely related to teaching quality and teaching effect. At present, the bilingual teaching of social psychology takes both Chinese and English into consideration. At the beginning of class teaching, teachers' pay more attention to the arrangement of teaching content and the progress of the subject, timely carry out effective teaching interaction, understand the students' learning situation, and complete the teaching plan well. With the deepening of teaching, the students' ability to accept the new textbooks is also gradually strengthened, the teachers increase the difficulty in time, and the students' participation in the content is gradually increased. At the same time, in the process of teaching social psychology, the experimental content is added. After the division of groups, all the students participate in the experimental research actively through the processes of self-selected topic, self-design, self-implementation and overall check by teachers. Based on the above facts, this study investigates and analyzes the influence of bilingual teaching model in the perspective of social psychology.

**Study design:** Randomly selected 200 college students to conduct a questionnaire survey, age is not limited, gender is not limited, professional is not limited. A total of 200 questionnaires were distributed, 186 questionnaires were retrieved and 182 were valid.

**Methods:** The influence of bilingual teaching model in colleges and universities based on SPSS 3.0 and Excel 2007 statistical social psychology.

**Results:** According to the results of the survey, 176 students were trained by bilingual teaching mode, 172 students improved their initiative in learning, and 175 students improved their teaching effect. The statistical table obtained is shown in Table 1.

**Conclusions:** Social psychology is an important part of promoting students' mental health, a necessary condition for students' all-round development, and an important guarantee for students' growth and

development. From the application of the knowledge of social psychology to the bilingual teaching model in colleges and universities, we can see that social psychology plays an active role in the bilingual teaching model.

**Table 1.** Influence of bilingual teaching model in colleges and universities from the perspective of social psychology

Content	Train students' practical ability	Improve initiative in learning	Improve teaching effect
Student (person)	176	172	175

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## RESEARCH ON GREEN LOGISTICS MANAGEMENT STRATEGY UNDER THE BACKGROUND OF POSITIVE PSYCHOLOGY

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**Background:** Because the modern economy keeps developing. Green ideas, green management, green products and other concepts are constantly raised and rising, green logistics is one of them. Green logistics management is the focus of the logistics field in the new era. Modern green logistics can promote environmental development, reduce environmental pollution and meet the needs of society. In essence, logistics can effectively design goods according to people's needs, and develop, design and transport goods in a purposeful and regular way in the production of goods. Logistics management is to use different methods and forms to ensure that the logistics can be carried out in accordance with the standardization, to meet the interaction between different forms of logistics work and continuously improve the efficiency of logistics operation. In the specific logistics work, including product transportation, processing, packaging and other links, different logistics links need to consume certain resources. Because of many un-grasped factors in the course of logistics and transportation management, some polluting and harmful products will appear in the course of transportation, which has a negative impact on people's life and environmental protection. Modern green logistics has become the main trend of economic development. Based on the theory of ecological economy and environmental protection, green logistics should be put into practice under the interference of psychology, and be strictly managed and supervised. Reasonable and standard supervision and management forms should be used to effectively promote the development of green logistics and the effective development of green logistics.

**Objective:** Positive psychology is not only a revolution in the field of psychology, but also a new milestone in the history of human society. It is a new science that studies the traditional psychology from a positive angle. The formation of positive psychology as a research field is marked by Seligman and Csikszentmihalyi's paper "Introduction to positive psychology" published in January 2000. It adopts scientific principles and methods to study happiness, advocates the positive orientation of psychology, in order to study the positive psychological quality of human beings and pay attention to their health, happiness and harmonious development.

**Subjects and methods:** Modern green logistics management mode: 1. Cultivate green logistics management awareness. Correct and effective management awareness can effectively promote the work of enterprises, in the actual process of green logistics management managers need to have some green management awareness and thinking, can gradually join the green management awareness into the actual management. 2. Sorting out the internal logistics information of enterprises. The internal data information of an enterprise is the basis for the enterprise to compete effectively in the market. In order to meet the demand of the enterprise for operation in the market, it is necessary to continuously reform and improve the data information and resources existing in the enterprise, effectively enhance the effective role of different data information and resources, complete the effective development of different chains in the development of the enterprise and maximize the economic benefits of the logistics enterprise. (III) Build an information platform for green logistics management. Information technology and network play an important role in logistics management. It is valuable to apply it to enterprise logistics management. Information technology will be effectively involved in the logistics management of each link, the greatest