

process of using design psychology as a guide to carry out the practice. At this stage, product art designers are required to focus on consumers' life patterns, identify their psychological needs, meet their individual requirements and provide functional and practical products. Aesthetically pleasing products. An analysis of product art design based on psychology can suggest scientific directions and ways of design optimisation, which can provide guidance to product art designers. Based on this study, a scientific approach to design can be drawn from the integration of psychology and product art design, and reliable recommendations can be drawn for subsequent product art design.

**Conclusions:** This research has always focused on product art design based on psychology, with the fundamental aim of using the clever integration of psychological theory to enhance the applicability and scientific nature of product art design. The research effectively explores the relationship between psychology and product art design, and proposes a product art design approach based on the integration of psychology. In this context, not only is the analysis of existing work experiences summarised, but also the discussion and outlook of future work goals are completed, making the direction in which design psychology should be used clearer. From a practical point of view, this research makes the requirements of modern product art design further clear, and clearly proposes measures for product art design based on psychology, so that the design work mechanism and system can be improved.

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## **ANALYSIS ON THE APPLICATION OF THE ENTHUSIASM OF THE ADMINISTRATORS TO THE EMPLOYEES IN COLLEGES AND UNIVERSITIES**

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**Background:** The administrative management of colleges and universities mainly refers to the application of certain knowledge and methods to solve the practical problems in management for the different situations of each college and university. At present, there are various problems in the administrative management of China's colleges and universities, for example; the implementation of the system is not in place, most of the system content is on paper and cannot really be put into practice; the ability of the managers is not enough, some managers lack professional management knowledge and ability, etc. These problems cause obstacles to the administrative management of China's colleges and universities and seriously restrict the improvement of the efficiency of the administrative management of colleges and universities. Therefore, in order to improve the efficiency of university administration and increase the enthusiasm of workers, it is necessary to introduce management psychology, take the human heart as the research object, use the research of psychology on the law of human behavior and potential, strengthen the analysis of the psychology and behavior of administrative managers, improve the working method, increase the efficiency and fully mobilize the enthusiasm of workers. This paper briefly analyses the importance of management psychology in administrative management and the measures that should be taken to explore the specific application of management psychology.

**Objective:** The ultimate purpose of the application of management psychology in college administration is to improve the administrative management of colleges and universities and promote them to achieve better development. The administrative management of colleges and universities involves all aspects of colleges and universities, including teaching, scientific research, logistic management, personnel appointment, propaganda, organizational activities and campus construction. As the administrative management of colleges and universities involves a wide range, there are inevitably some problems. Therefore, in order to improve the administrative efficiency of colleges and universities, strengthen the management ability of colleges and universities, and further promote colleges and universities to achieve a high level of construction, it is necessary to reform the administrative management, strictly manage the personnel, improve the efficiency and mobilize the enthusiasm of personnel. The method of management psychology is used to motivate personnel and integrate all departments closely to fully improve the efficiency of the university.

**Subjects and methods:** management psychology is mainly through the study of human psychology and the laws of behaviour to improve the manager's control over the behaviour and psychological ability of the staff in order to improve the motivation of the staff and better achieve the work objectives. In the end, administration is still managed by people, and people are the core of the problem. Each person is an independent individual and has his or her own ideas and distinctive characteristics, different characteristics create a different personality, in this case, you can use the method of management psychology to analyse the different psychological characteristics of different personnel and find out the key to the problem, solve the problems one by one, so as to effectively improve the efficiency of university administration. With the development of society, the pace of people's lives is gradually accelerating and various kinds of pressure are coming to make it difficult for people to maintain a positive and optimistic attitude to face the problems in life and work, which eventually leads to physical problems and affects the efficiency of work. Therefore, in the recruitment of administrative staff in universities, some techniques of management psychology can be used to analyse the psychological characteristics of the candidates and grasp their ability to resist stress and their attitude towards difficulties, so as to quickly understand their professional abilities and qualities and play an important role in the recruitment of talents in universities; in addition, management psychology can be applied to the administrative management mechanism, so that administrative staff can fully understand themselves and know what they want and their potential know what they want, how much potential they have, and have a more thorough understanding of themselves so that they can strengthen and improve themselves in their future work. At the same time, according to the different aspirations of the staff, you can select reasonable rewards and punishments in a targeted manner, and set up a reasonable reward and punishment mechanism to give full play to the role of motivation. For example, the use of job rotation, salary and compensation, to solve the worries of employees and promote the position and other methods to different positions, different levels of staff to use different reward methods, to promote the administrative management of colleges and universities to develop.

**Results:** The use of management psychology plays an important role in the administrative management of colleges and universities. In the process of applying management psychology to university administration, by studying the psychological state of administrative managers, analyzing and summarizing the psychological needs and personality characteristics of administrative managers, analyzing the characteristics of each person and adopting targeted methods to solve problems, we can effectively improve the motivation of administrative managers. In addition, in the process of using management psychology to manage the staff, attention should be paid to the use of methods, giving full consideration to humane management solutions, which can greatly stimulate the enthusiasm and creativity of the staff. Finally, management psychology can also help administrative managers to analyze problems, gain insight into people's hearts, solve problems scientifically and effectively, and better realize the administrative management ability of colleges and universities.

**Conclusion:** With the continuous reform within the university, the efficiency of the university is gradually improved, and the competition between the amount of each position is increasingly fierce, in this case, the application of management psychology is more and more important. Reasonable use of management psychology can fully mobilize the enthusiasm of administrative personnel, achieve the improvement of the operational efficiency of colleges and universities, and enable higher education institutions to achieve better development.

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## **PRACTICE OF COMBINING PSYCHOLOGICAL EDUCATION AND IDEOLOGICAL EDUCATION IN UNIVERSITIES BASED ON THE NETWORK PERIOD**

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**Background:** The development of science and technology and the advent of the Internet era have brought about great changes in the lives of modern people, and the way of life, consumption and travel have all produced certain changes, especially the technological innovation and overwhelming information brought about by the Internet era have had a direct impact on the psychology of contemporary university students, and even indirectly changed the real life of contemporary university students. As the most