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THE POSITIVE PSYCHOLOGICAL INFLUENCE ON COLLEGE STUDENTS WITH THE TRANSFORMATION OF HIGHER EDUCATION MANAGEMENT MODE

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Background: In the research of modern psychology, positive psychology is a brand-new psychological research concept, which is the product of the combination of modern psychological research and healthy development. Generally speaking, positive psychology is the psychological state that everyone needs to pursue, and it is also called positive mental health. Positive psychology is helpful for people to get rid of the influence of various negative and negative emotions, and many people can get rid of difficulties and eliminate adverse factors, but it does not mean mental health, and the evaluation of mental health also needs to pay attention to other factors, including positive psychology. In the research of modern psychology, different scholars have different understandings of mental health, and the research of positive psychology also needs to be carried out in combination with the latest psychological theories, so as to more effectively solve people's mental health problems. In modern education, students' mental health is of great significance to the development of education and the development of teaching work. As an important indicator of healthy psychology, positive psychology needs to analyze the factors that affect students' positive psychology. At the same time, the study of positive psychology also has an important relationship with the formation of students' personality quality. People with positive psychology are easier to achieve self-satisfaction in facing and dealing with problems. In addition, it can stimulate more energy in participating in activities and personal development, and obtain better results, which is conducive to the formation of people's good thoughts and quality. In modern education, positive psychological performance includes the ability to love, the ability to work, the understanding and view of things, and the sense of social responsibility.

With the continuous reform and development of higher education, modern colleges and universities pay more and more attention to the cultivation of students' positive psychology. Positive psychology involves subjective experience and evaluation of value, including happiness, optimism and positivity. At the same time, in the study of individual level, according to the study of individual development, positive psychology conforms to the development law of modern civilization, and can achieve the maximum development of individuals in a positive psychological state. Therefore, positive psychology is regarded as an important indicator of modern education reform and development. Through the investigation of modern students' psychological demands, we can master the factors affecting students' positive psychology, and adjust the education and teaching process according to the law of students' development, which will be conducive to the formation of students' positive psychology and drive the development of modern college education. At present, in the development of higher education, many students are affected by the pressure of study, life, work and interpersonal communication, and their mental health has problems, which is not conducive to the formation of students' positive psychology. Therefore, in the development of higher education, we should actively adjust the educational management mode and take necessary measures to improve the teaching mode, which will have a positive impact on the development of modern education and help the formation of college students' positive psychology. The specific transformation of education management mode includes five management measures: humanized teaching, paying more attention to students' physical and mental health, strengthening the interaction between teachers and students, improving teaching resources, and improving teachers' professional level, so as to promote the development of modern colleges and universities.

Objective: This paper discusses the concept and research content of positive psychology, analyzes the relationship between positive psychology and mental health, and then studies the impact of the transformation of college education management mode on college students' positive psychology, in order to improve the current college education management mode and provide theoretical support for the development of college teaching.

Subjects and methods: In the study, 120 students of different grades in a university were divided into experimental group and control group, with 60 students in each group. Among them, the experimental group was taught in the changed educational management mode, while the control group was taught in

the traditional educational management mode. The experiment lasted for 6 months. PASW18.0 software package and Excel 2007 were used to process all the data, and the changes of students' psychological indicators before and after the experiment were evaluated based on the psychological scale indicators. The positive psychology scale has six dimensions, including the ability to love, learning ability, enthusiasm, civic virtue, social responsibility and well-being. It is used as the main index parameter to evaluate students' positive psychology.

Results: As shown in Table 1, it shows the changes of psychological indicators of students after participating in the experiment for 6 months. There is a significant difference in the changes of psychological indicators between the experimental group and the control group, in which the scores of students' psychological indicators in the experimental group are higher, while the changes of indicators in the control group have made some progress before and after the experiment, but they are not obvious. It shows that the educational management mode adopted is conducive to the cultivation of students' positive psychology.

Table 1. The changes of psychological indexes for students after participating in the experiment for 6 months

Project	Experiment group (n=50)	Control group (n=50)	P
The power of love	7.17±2.71	3.15±2.32	<0.05
Learning ability	4.19±3.25	3.23±2.23	<0.05
Enthusiasm	6.63±2.23	3.25±2.58	<0.05
Civic virtue	7.15±3.11	3.46±2.45	<0.05
Social responsibility	7.42±2.71	3.25±2.58	<0.05
Happiness	7.32±2.71	3.13±2.23	<0.05

Conclusions: Modern higher education needs to adhere to the people-oriented development concept, which should not only pay attention to the development of students' quality education, but also pay attention to the development of students' physical and mental physique. Psychology related theories are widely used in modern college education and teaching, and provide an important theoretical reference for the development of education. Positive psychology is conducive to the formation of students' personality, thinking, quality, comprehensive quality and other abilities, as well as the healthy development of students' body and mind. Under the influence of multiculturalism, more and more students' mental health is affected, so the educational management method is changed. The experimental results show that the adoption of the changed educational management model is conducive to the cultivation of students' positive psychology and the healthy development of students. The research content will provide important theoretical support for the reform and development of higher education in China.

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A STUDY ON THE INFLUENCE OF FINANCIAL AND TAX POLICIES OF NIGHT-ECONOMY ON MARKET CONSUMPTION PSYCHOLOGY IN THE GUANGDONG-HONG KONG -MACAO GREATER BAY AREA

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Background: Market social psychology generally refers to the psychological process of the participants in the market, such as producers, middlemen, consumers, and individuals or groups. Due to the group nature of the research object of market social psychology, social psychology is a more suitable analytical tool. Compared with other psychological theories, social psychology pays more attention to group psychology and behavior. In its theory, individual psychology is formed and developed due to the influence of group psychology, while group psychology is formed through the collection of individual psychology. There is a dialectical and unified relationship between the two. Nowadays, social psychology has been studied and applied in various macro psychological problems. In the theory of social psychology, the attitude and psychological process of individuals and groups will change under the influence of external stimuli, and then affect and determine their behavior. Under the background of market social