

desire for house purchase is depressed. The other is that the rental market is booming. More people choose to rent houses to survive the financial crisis, bringing new vitality to the real estate market.

Objective: This paper discusses the concept and research content of consumer psychology, and analyzes the psychological changes of consumers under the background of financial crisis. Then it discusses the psychological changes of real estate consumers under the background of the financial crisis, so as to provide important reference for the healthy development of China's real estate industry.

Subjects and methods: In the context of the financial crisis, 100 house purchasing consumers were randomly selected as the research objects. The real estate sales enterprises changed their sales ideas, vigorously developed the rental business, and put forward many noon preferential measures in the rental business to cope with the downturn of real estate sales under the financial crisis. The experimental period was 6 months, and the changes of consumer psychology and the economic development of real estate companies were recorded.

Results: The results of psychological changes of consumers over a period of 6 months are shown in Table 1. The score is 1-10. It can be seen from the data in Table 1 that the real estate sales performance declined significantly under the background of the financial crisis, but the rental performance showed an upward trend. At the same time, stimulated by the rental policy, the consumer psychology showed a positive state, and various psychological indicators showed an upward trend.

Table 1. It is the result of psychological changes of consumers for a period of 6 months

Psychological indicators	Before experiment	After experiment	<i>P</i>
Purchase intention	7	1	<0.05
Willingness to rent	2	8	<0.05
Rental satisfaction	4	8	<0.05
Purchase performance	6	1	<0.05
Rental performance	4	9	<0.05

Conclusions: Consumer psychology is an important branch of psychology research. It mainly studies the relationship between consumer psychology and sales activities, and constantly takes effective marketing means to achieve the purpose of promoting the development of sales activities. In the context of the financial crisis, consumers' psychology has undergone an important change. With the recession of the market economy and the tightening of people's income, more consumers have cancelled their demand for house purchase and opted to rent. The experimental results show that reasonable rental marketing can significantly improve the real estate rental business and reduce the impact of the decline in real estate sales performance. At the same time, reasonable rental measures can reduce the psychological burden of consumers, actively market consumers' psychology, and achieve the goal of promoting the healthy development of real estate economy. The research content is of great significance to promote the healthy and scientific development of China's real estate market.

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RESEARCH ON TEACHING QUALITY IMPROVEMENT OF COLLEGE STUDENTS' DIVERSITY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology has always been an important research direction in the development of modern education. Educational psychology will more systematically and scientifically explain the relationship between human and material development in the educational environment, and intervene in teaching activities according to the requirements of scientific development to achieve the scientific development of teaching. Under the background of educational psychology, the development of education should adhere to the people-oriented development concept, reasonably arrange education according to the human development needs, psychological development needs, physiological experience and other indicators, and realize high-level teaching design to meet the learning and development needs of different students at different stages. Educational psychology is a complex subject. After decades of development of education in China, various educational theories and teaching systems have been gradually improved, but the application of educational psychology is still lacking. In particular, there are great

differences in consciousness between Chinese and Western education. China lacks a systematic understanding of educational psychology, which leads to the fact that modern education does not meet the development requirements of students. Educational psychology insists on putting people first and serving people. Under the background of modern educational reform, educational psychology will provide important reference for the reform and innovation of education and teaching. The research of educational psychology will involve teaching, management and students' mental health, and play an important role in teaching design, curriculum improvement and teaching training mechanism. In the context of higher education reform, educational psychology provides important theoretical reference for higher education reform. We have to admit that grasping the important application value of educational psychology in the development of higher education will be more conducive to the scientific and healthy development of education according to the research on the psychology of teachers and students in the educational environment.

In recent years, with the continuous improvement of China's higher education system and the continuous reform of the enrollment system, great changes have taken place in the structure of college students. For example, in order to promote the development of regional economy and the progress of China's higher education, the major universities have expanded the enrollment quota. Although it meets the requirements of college enrollment expansion, it also makes the source of students diversified, which leads to the uneven quality of college students and the decline of education and teaching quality. In the context of educational reform, the diversity of students' sources has brought adverse effects on the development of education. In the educational reform, colleges and universities need to correctly face the impact of the diversity of students' sources on the teaching quality, make it clear that students' sources are the basis of the development of colleges and universities, and put forward important guidance for the problem of uneven students' sources, so as to better meet the needs of educational development. In the research of educational psychology, it is necessary to put forward effective reform suggestions according to the characteristics of the diversity of students, such as strengthening ideological and political education, paying attention to the improvement of college education ideas, building a student aid system for college students, and paying attention to the optimization of teaching guidance methods. So as to improve the problems caused by the diversity of students and promote the healthy development of higher education.

Objective: This paper discusses the relevant theories and research directions of educational psychology, analyzes the significance and impact of the diversification of college students, and then discusses the improvement of teaching quality of the diversification of college students under educational psychology. So as to provide important theoretical support for the educational reform of colleges and universities.

Subjects and methods: 120 students in a university were divided into experimental group and control group, with 60 students in each group. Taking the control group as the experimental reference object, no measures will be taken, while the experimental group will adopt the guidance of diversified college students, including carrying out ideological and political education, paying attention to the improvement of college education ideas, building a student aid system for college students, and paying attention to the optimization of teaching guidance methods. The experiment lasted for 4 months. PASW18.0 software package and Excel 2007 were used to process all the data. Educational psychology scale was used to record the changes of students' psychological activities before and after the experiment.

Results: After a 4-month teaching experiment, the changes of students' scores and psychological indicators are shown in Table 1. The score of 1-5 shows that there are obvious differences between the experimental group and the control group in psychological indicators and performance. The results of the experimental group were better, and the scores of psychological indicators were also better.

Table 1. Changes of students' scores and psychological indicators after a four-month teaching experiment

Survey object		Before teaching	After teaching
Experience group	Learning efficiency	2	5
	Learning recognition	1	4
	Learning enthusiasm	2	5
	Learning attitude	2	5
Control group	Learning efficiency	1	1
	Learning recognition	1	2
	Learning enthusiasm	2	1
	Learning attitude	2	2

Conclusions: The proposition of educational psychology provides an important theoretical reference for the reform and development of modern education. Under the background of educational psychology, China's

educational reform adheres to the people-oriented educational concept, and pays attention to the study of students' emotional and psychological changes in education and teaching. Through the study of students' psychological changes and emotional demands, it will be more conducive to the improvement of education and teaching. At the same time, it will be more conducive to promoting the development of teaching by putting forward targeted teaching opinions for students' differentiated psychology. The experimental results show that in the four-month experimental test, the scores of students in the experimental group with guidance measures are significantly higher than those in the control group, indicating that the improvement of education through the theory of educational psychology will be more conducive to the development of education.

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RESEARCH ON THE MULTI INTERACTIVE TEACHING MODEL OF PRESCHOOL EDUCATION UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: As an important branch of psychological research, educational psychology has an important application in the development of modern education. Educational psychology is an interdisciplinary subject of pedagogy and psychology, which includes school educational psychology, family and social educational psychology. In modern education, more and more educators will use the theory of educational psychology to provide reasonable educational guidance to students, teach students according to their aptitude, and achieve the educational goal of improving teaching and promoting students' enthusiasm. As a systematic psychological discipline, educational psychology combines the traditional educational idea with the psychological structure. In the research, it will deeply explain the psychological activity of people in the teaching process, and explain or explain the relationship between education and teaching from the perspective of psychology. In the whole research of educational psychology, educational work or process is not regarded as a general psychological activity process, but aimed at the development needs of the educated, such as knowledge, ability and intelligence needs, which is conducive to the cultivation of the educates' personal physical and mental and personality quality. Considering the educational process, there are differences in the physical and mental quality and intelligence level of each student. If all students adopt unified teaching strategies and unified guidelines, it will inevitably have an impact on the development of students. Therefore, in the research of educational psychology, it is necessary to fully put forward reasonable teaching guidance and planning opinions according to students' personality, learning ability and physical and mental status, so as to be more conducive to the development of students. In preschool education, taking into account the differences in children's development, it is necessary to intervene through educational psychology to help children develop better.

In preschool education, taking into account the differences in children's physical and mental development and intellectual development, adopting the same teaching strategy is not conducive to children's personalized development. Therefore, in the research of educational psychology, it is necessary to adopt differentiated teaching methods according to the characteristics of children's habits and interests, which will be more conducive to the development of children. Multiple interactive teaching is a teaching model specially developed for students' differentiation. It fully highlights the personalized characteristics of students, pays attention to participation and cooperation, and strives to enable all students to participate in activities and promote the development of education and teaching. In multiple interactive teaching, preschool teachers need to fully grasp the development characteristics of students, master the needs of students according to psychological theory, and then through the means of curriculum optimization, curriculum design, the use of teaching aids, and activity participation. Enhance children's sense of participation, experience and teaching interaction. In the actual interactive teaching mode, teachers take the following measures to carry out multi-dimensional interactive teaching in preschool education, including changing teaching concepts, paying attention to teacher-student cooperation, increasing game practice activities, making full use of various teaching resources, paying attention to home school cooperation and carrying out personalized teaching in the classroom, and effectively promoting the development and progress of children.

Objective: This paper discusses the related concepts and significance of educational psychology, analyzes the current situation of modern preschool education, and studies the related theories of multiple interactive teaching. Then it analyzes the impact of the multi-interactive teaching model of preschool