PSYCHIATRIA DANUBINA

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CONTENTS

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COGNITIVE EMPOWERMENT OF AUTISTIC CHILDREN FROM THE PERSPECTIVE OF COGNITIVE LINGUISTICS

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Background: Cognitive linguistics, which advocates humanism, is at the forefront of language research. Cognitive linguistics provides us with the most accurate, systematic and perfect language model. The teaching view of cognitive linguistics emphasizes the role of context and language use, attaches importance to the communicative function of language, advocates the design of communicative tasks with increasing difficulty in teaching, and provides learners with a large number of opportunities for input and output. In the process of completing communicative tasks, learners acquire both formal and cultural information. Autism cognitive impairment is one of the three clinical symptoms of autism and the main goal of education and rehabilitation of autistic children. Autism is a serious psychological problem, which is mainly manifested in the psychological problems of low cognitive ability and lack of interest in social communication.

Cognitive impairment in autism has been paid more and more attention by parents, schools and all walks of life. At present, most of the academic circles analyze and study from the perspective of language learning and picture understanding of autistic children, and pay attention to combining the perceptual characteristics of autistic children, such as visual semantic understanding training combined with the visual processing advantages of autistic children. Train their cognitive ability through auxiliary communication system. On the basis of the above methods, this paper studies the cognitive ability enhancement strategies of autistic children from the perspective of cognitive linguistics. According to the latest research conclusions of neuroscience and psychology on the cognitive characteristics of autistic children, combined with the deep cognitive characteristics of autistic children, such as attention to detail processing, specific memory processing, good bottom-up processing, scientific organization of training content and reasonable arrangement of training plan. Based on the research on the basic cognitive ability of autism perception, this paper discusses the methods of improving cognitive ability of autistic children.

Study design: In order to improve the cognitive ability of autistic children ,30 male and 10 female children aged 3-5 years were selected to set up experimental group and control group. The language and scene recognition ability of these autistic children was tested by analysis. According to the grade, the retest reliability of the test was 0.47-0.73, the split-half reliability was 0.68-0.77, the homogeneity reliability was 0.44-0.63, $P<0.01$.

Methods of statistical analysis: Setting scenes include the mother's cooking in the family, the teacher's singing in the school, and the vehicles passing through the street after school. The cognitive ability of the scene was tested by analyzing the training ability of the scene was tested image memory and language memory of different scenes in these children, the cognitive ability of autistic children was improved. The basic information of the subjects in this study is shown in Table 1.

Table1. Actual Situation of the Subject.

	Experimental group		Control group	
Age/year	Male	Female	Male	Female
3	4	2	4	2
4	5	2	6	2
5	6	1	5	1

SPSS19.0 were used to analyze the indexes and scores of the two groups, and the experimental results were analyzed by pre-test and post-test of autistic children.

Results: After three months of training and learning in the above scenes, the cognitive results of autistic children are analyzed as shown in Table 2. After three months of training, the cognitive ability of autistic children in the experimental group was improved effectively, including the cognition of family scene, school scene and social traffic scene. Compared with the control group, the cognitive ability of autistic children did not improve substantially due to the lack of three months of training. In order to further verify the rationality of this study, the analysis of whether it reached a significant level of testing, autistic children's cognitive ability, picture cognitive ability, memory ability to study. Among them, picture comprehension and perception $P<0.001$, there were significant differences. Analysis of the data in Figure 1 shows that there are obvious differences in language comprehension, perceptual reasoning, training and memory ability and their

own processing speed under the visual threshold of linguistics. Among them, speech comprehension and perceptual reasoning ($P=0.000<0.001$), with significant differences; speech comprehension and working memory ($P=0.001<0.01$) have significant differences, which further verify the rationality of this study.

Table2. Test results before and after cognitive test for autistic children.

Aggregate score	Average score		n		Standard eviation		Standard error of mean	
	Experimental group	Matched group	Experimental group	Matched group	Experimental group	Matched group	Experimental group	Matched group
Total post-test	29.5	20.5	5	5	6.2	12.3	2.1	3.5
Family scene recognition	15.1	2.1	5	5	6.5	14.0	1.6	4.2
Post-family testing	64.2	15.2	5	5	3.4	12.5	2.4	6.5
School scene recognition	54.3	23.3	5	5	5.2	10.5	2.8	7.8
Post-school testing	70.2	60.2	5	5	3.6	8.3	3.6	5.6
Social scene recognition	12.0	11.3	5	5	4.1	9.1	0.4	5.9
Social post-test	35.2	25.4	5	5	4.5	5.7	2.4	5.1
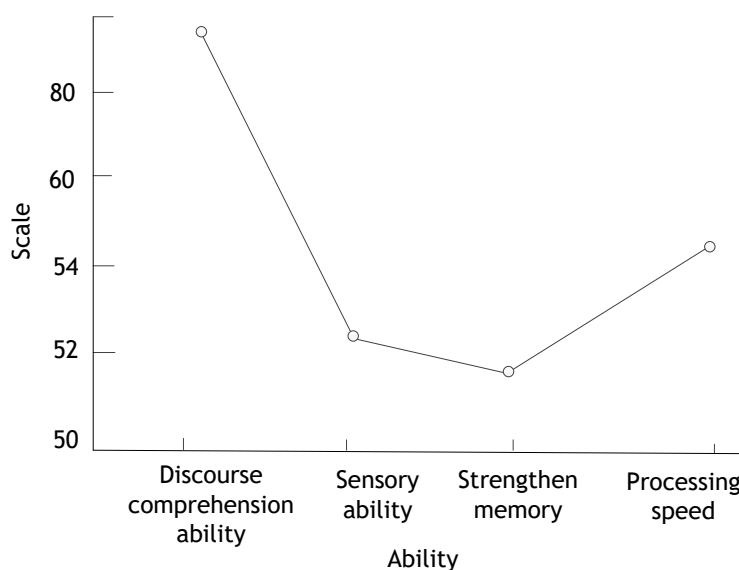
Figure 1. Distribution of cognitive indices in children with autism.

Conclusions: Autism is the most common subtype of generalized developmental disorder. Autism involves language, cognition, social communication ability and other basic psychological developmental disorders, which is a serious neuropsychiatric disorder. Therefore, whether in different language scenarios or at different language levels, combined with the reality of life, according to the characteristics of autistic children's attention to detail processing, specific physical memory, strengthen the autistic children more abundant, more specific language stimulation, so as to effectively improve the cognitive ability of autistic children. The lack of speech comprehension ability of autistic children indicates the lack of intelligence in autistic children. Therefore, autistic children are mastering the intellectual enhancement gained through sociocultural experience.

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INFLUENCE OF OIL PAINTING ART ON THE PSYCHOTHERAPY OF PATIENTS WITH DEPRESSION

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Background: Depression is a psychology-originated, comprehensive mental and physical disease. At present, the treatment of depression is mostly carried out in the form of speech psychotherapy plus drug therapy, but there are problems such as low treatment efficiency and insignificant effect. Under such circumstances, "art therapy" has been used as a means of psychotherapy in the United States, Japan and other countries and has achieved remarkable results. However, the most primitive painting art therapy did not use oil painting tools as a method of psychotherapy. Oil painting art is a kind of rehabilitation training method that has good compliance and can effectively improve patients' depressive symptoms. Color psychology research shows that certain colors can play a different degree of psychological adjustment to patients with mental illness. However, there are no relevant reports about the intervention of oil painting psychology in the process of painting training for depressed patients. To this end, research the influence of oil painting art on the psychotherapy of patients with depression.

Objective: This article discusses the influence of oil painting art as a treatment method on the psychological state of patients with depression, and analyzes the treatment effect with depression as an example, in order to create more suitable treatment methods for the increasing number of depression patients.

Subjects and methods: From October 2018 to April 2019, psychotherapy was given to 30 depressive patients who met the ICD-10 diagnostic criteria for depressive episodes in the outpatient or inpatient department of a hospital. All patients with Hamilton Depression Scale (HAMD) scores ≥17 points, support their choice of medication, require no other psychotherapy, and are willing to accept the author's psychotherapy, and sign an informed consent. Among them, 15 were males and 15 were females, ranging in age from 18 to 65, with an average of (30.5±11.5) years old. The lowest education level was junior high school, the highest was a doctorate degree, 5 were in college or graduate school, and 4 were suspended due to illness. There were 7 participating workers, 9 unmarried, 5 married, and 2 divorced. There were 13 outpatients and 17 inpatients. The shortest course of disease is 3 months, the longest is 5 years, and the average is (32.3±27.6) months. Among the patients with depression, 8 cases were combined with dysthymia.

Study design: Divide the subjects into an experimental group and a control group. The training program of the experimental group is to provide oil painting training on the basis of maintenance medication and routine mental care. The training is carried out in the recreation room. A qualified nurse will guide the patient to train, distribute painting materials, and the patient can fill in and draw freely. The color number gradually increases. There are 5 training sessions per week, each training 30~60 min, continuous training 5 week. The training program of the control group: only maintenance of medication and routine care of mental illness, no oil painting intervention training.

Methods of statistical analysis: Hamilton Depression Scale (HAMD) was used to evaluate the depression state of patients before treatment. HAMD and CGI-GI were used to evaluate the clinical efficacy before the end of treatment. The clinical efficacy was evaluated according to CGI grade 4 (markedly effective, effective, slightly effective, ineffective). The "deterioration" of CGI-GI clinical symptoms was used as the recurrence index. The overall health and social function, treatment status and recurrence were followed up.

Use SPSS13.0 software for data processing and statistical analysis. According to the nature of the data, t-tests were performed for independent samples and paired samples.

Results: After the treatment of 30 patients with depression, the effective rate of treatment for all patients was 66.7%. After tracking the recovery of the subjects for 1 year, the recurrence rate was 21.4% within one year, and they were all patients in the control group. The general health and social function status of the experimental group subjects were good. Except for one case with Parkinson's disease, the rest were good, and they were competent for work or study. The control group and the experimental group were subjected to independent sample t-tests in the course of disease, number of treatments, treatment span time, HAMD before treatment, HAMD after treatment, and CGI-GI. The results are shown in Table 1.

The results showed that the HAMD score of depression patients was significantly reduced after treatment, indicating that oil painting treatment can significantly reduce the HAMD depression score. Intervention of oil painting art therapy in the treatment of depression can help adjust or improve the emotional state of depressed patients. The results of the study show that rehabilitation intervention training for patients with depression through oil painting art therapy can improve the cognitive function of patients.

Table 1. The treatment effect comparison between the experimental group and the control group.

	Test group	Control group	t
Course/month	31.5±10.3	28.9±9.6	1.02(P>0.05)
Number of psychotherapy/time	10.6±5.7	5.2±3.1	1.08(P>0.05)
Oil painting treatment times/time	50.3±15.4	0	5.52(P>0.05)
HAMD score before treatment	23.9±5.5	24.1±5.3	1.10(P>0.05)
HAMD score after treatment	11.5±4.6	20.8±5.3	0.57(P>0.05)
CGI-GI score after treatment	1.5±0.2	1.7±0.4	0.30(P>0.05)

Conclusions: The results of this study further show that the art of oil painting has a significant impulse inhibition effect on patients with depression, and has good clinical application value. It is helpful for patients to reflect deeply, find problems, solve problems, and have a deeper understanding and cognition of false suicidal concepts and behaviors that occurred in the past. However, in the course of clinical operation, we also found that the factors of whether oil painting art therapy can achieve good results also include: the on-site operation level of the treatment staff and the stability of their own performance, the degree of awareness and attention of the family members to the disease, and the personality of the patient whether there are defects and other factors related. How to train therapists, how to distinguish and treat different groups of people, to maximize the role of oil painting art therapy, and to suppress the impulse of suicide are also subjects of joint research by the majority of psychological colleagues.

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CLINICAL ANALYSIS OF THE EFFECT OF MUSIC EDUCATION ON PSYCHOLOGICAL ADJUSTMENT OF PATIENTS WITH DEPRESSION

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Background: For patients with depression, concentration is a very difficult thing, listening to music can effectively focus their attention, but also enhance memory. Turn your attention to music, and your depression will be relieved. The etiology and inducement of depression are complex. It is generally believed that it may be related to genetic, biochemical, psychological and social factors, and it is still in exploration and research. Through the induction of music therapy, patients can show their personality charm. People with personality charm have more opportunities to realize themselves in their career and are more cheerful. It also enables people to explore their potential ability, arouse self-confidence and achieve success in their career.

Music is the lubricant of life, it can play a moving melody, have a wonderful effect. A large number of studies have shown that through the induction of the brain, the melody, rhythm and timbre of music can stimulate emotional response, thus affecting people's psychological status. Therefore, for patients with depression, music can be used to relax the nerves and regulate the psychological state. Music therapy is an important means of school psychological education and counseling. It plays a very important role in the treatment of common psychological diseases, the regulation of students' bad emotions, the cultivation of students' healthy emotions, the elimination of interpersonal barriers, the cultivation of students' spirit of cooperation, the development of innovative thinking and the cultivation of innovative ability.

Subjects and methods: UPI was used to screen the freshmen in the whole university, and 90 students were randomly selected as the research objects. Before, during and after music therapy, SCL-90 scale was used in the three groups.SCL-90 is the most widely used out-patient examination scale for mental disorders and mental diseases. It can evaluate whether a person has certain psychological symptoms and their severity from the perspectives of feeling, emotion, thinking, consciousness, behavior, living habits, interpersonal relationship, diet and sleep. It is composed of 90 items, each item adopts 5-level scoring system, which are: none, mild, moderate, fairly severe and severe; it is divided into 9 factors, which are somatization, compulsion, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychoticism. Generally speaking, the factor score is more than 2, and the subjects have moderate or above psychological problems.

Methods of statistical analysis: The specific methods include group singing and solo singing. The subjects don't need to receive special music training or have any music skills. It doesn't matter whether the music is good or not. The important thing is to let them participate in music therapy. The music prescription was selected according to the emotional state, appreciation level and personal hobbies of the subjects.

Clinical efficacy criteria: symptoms significantly reduced or disappeared, and the total score of SCL-90 decreased by more than 50% is marked effect; symptoms relieved, and the total score of SCL-90 decreased by 20%-49% is improvement; symptoms without obvious improvement, and the total score of SCL-90 decreased by less than 20% is invalid.

Results: In the music group, 18 cases (60%) were markedly effective and 12 cases (40%) were improved; after two months of music and biofeedback therapy, the mental health of the students was significantly improved. Compared with before treatment, the scores of all test indexes of 90 people decreased after treatment. Among them, the total score, somatization, depression and anxiety index were significantly decreased, and there was significant difference in statistical treatment, $P < 0.05$, indicating that the mental health status was significantly improved after treatment.

Table 1. Comparison of music group before, during and after treatment.

	Before treatment	Under treatment	After treatment
Total score	181.45±13.06	160.25±13.05[*]	142.45±13.05[**]
Somatization	2.25±0.26	1.85±0.28[*]	1.48±0.28[**]
Interpersonal sensitivity	2.28±0.26	1.96±0.26[*]	1.50±0.27[**]
Depressed	2.25±0.25	2.03±0.26[*]	1.81±0.24[**]
Anxious	2.41±0.29	1.93±0.28[*]	1.63±0.29[**]

Note: [*]compared with before treatment, $P < 0.05$, [**]compared with before treatment, $P< 0.01$.
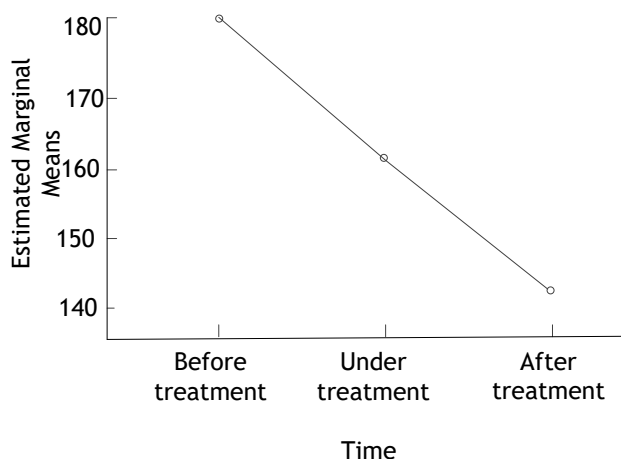
Figure 1. Comparison of SCL-90 total score before, during and after treatment in Music Group.

From the above before, during and after the three stages of pairwise comparison, $P< 0.05$, so the data between each stage has significant difference. Music therapy plays an effective therapeutic role by directly affecting the brain function, emotion and psychological state of the subjects, such as relieving tension and anxiety, promoting positive mentality and providing exciting and joyful experience. At the same time, it can be seen that music therapy can improve the anxiety and negative psychological state of depression, especially the combination of bright music and calming music.

Conclusions: Music is a good medicine for mental illness. The main function of music is to enter people's heart through its unique way of expressing life, so that people can get all kinds of association and imagination from the heart. Make yourself walk into the situation or scene that you imagine from the heart, and let this situation affect your mental state, so as to achieve the purpose of treatment. Music therapy has made efforts for them to gradually recover and maintain their social communication ability. Music has a stronger and more profound influence on people's psychology than other arts. Music therapy does not play a role through human rationality. Music therapy advocates the creative role of emotional emotion. It is an operable method that many patients with depression are willing to accept and try. It is worth studying and popularizing.

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INFLUENCE OF PERCUSSION ENSEMBLE TRAINING ON PSYCHOLOGICAL COUNSELING OF PATIENTS WITH DEPRESSION

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Background: Depression is a common clinical disease. In recent years, with the acceleration of people's life rhythm and the change of behavior habits, the incidence of this disease has increased year by year and tended to be younger. During the onset, patients often suffer from depression, loss of interest, and slow thinking, and the clinical manifestations are often repeated, which will affect the patient's physical and mental health to a considerable extent, and even lead to suicidal thoughts, which is life-threatening. According to the latest statistics from the Ministry of Health, there are currently nearly 30 million people suffering from depression in the country, and the total number of suicides is about 250 000 each year. Among them, nearly 80% of suicides are due to depression. Music-assisted nursing is a nursing service model used to assist in the treatment of a variety of mental disorders in the new era. It advocates a series of measures such as music appreciation and music tasting to intervene in patients. In this way, it plays an important role in improving the patient's cognitive ability of the disease, reducing the psychological burden and improving the degree of cooperation in the treatment. It also has an ideal effect in the auxiliary treatment of the disease. In the music-assisted therapy, percussion ensemble training is a new emerging adjuvant therapy, therefore, this article analyzes its impact on the psychological counseling of patients with depression.

Objective: Analyze the effect of percussion ensemble training on the mental state of depression patients.

Subjects and methods: 150 cases of depression patients admitted to a hospital from July to December 2019 were randomly selected as the research subjects, grouped according to the time of admission, and 75 patients admitted to the hospital from July to September 2019 were used as the control group (conventional Nursing), 75 patients admitted to the hospital from October to December 2019 served as the observation group (percussion ensemble training combined with psychological counseling). Comparative analysis of the nursing effect of the two groups.

Study design: All study subjects were diagnosed as depression patients, and their family members gave informed consent and signed. Control group: 40 males and 35 females, aged 44-73 years, average age (65.2±5.5) years. The course of the disease was 1 to 10 years, with an average of (6.3±3.1) years. There were 31 cases with a junior high school degree or above, and 44 cases with a junior high school degree or below. Observation group: 29 males and 46 females, aged 47-76 years, average age (65.7±6.9) years, course of illness 2 years-14 years, average (6.7±3.2) years, there were 24 cases with junior high school education and above, and 51 cases with junior high school education and below. The clinical data of the two groups of patients were basically the same in gender, age, course of disease and educational background, and there was no statistical difference ($P>0.05$).

Methods of statistical analysis: The control group took routine care, including general care and complication care. The observation group adopted percussion ensemble training combined with psychological counseling on the basis of the control group. Therefore, in the process of training, attention should be paid to the training of the player's attention to ensure the quality of the player's training. Deliberate attention training can be carried out through special methods such as transfer method and adjustment method. For example, the melody and accompaniment can be adjusted by the adjustment method. Separate, and finally integrate. The transfer method means that when the performer processes the information, he must look at the structure of the information and analyze it in detail from various aspects such as percussion rate, structure, and pitch. Taking the Anxiety Self-Rating Scale (SAS) as a reference, SPSS version 17.0 software was used to process the data.

Results: The SAS scores of the two groups before and after nursing were compared, and the results are shown in Table 1.

The results of this study showed that the SAS score of the observation group after nursing was lower than that of the control group, and the difference was significant ($P<0.05$), indicating that percussion ensemble training combined with psychological counseling can effectively alleviate and even eliminate the patients' unhealthy psychology. This is because percussion ensemble training combined with psychological counseling can enable patients to fully recognize the disease through comprehensive care and help them relieve their own emotions. In addition, nurses actively communicate with patients with an amiable attitude to make them feel to fully respect and humanistic care, improve the patient's treatment compliance.

Table 1. Comparison of SAS scores between the two groups.

Group	Number of cases	SAS	
		Before care	After care
Observation group	75	60.24±3.15	41.28±3.09
Control group	75	60.38±3.22	58.69±3.51
t	-	0.730	18.412
P	-	0.440	0.000

Conclusions: Depression is a relatively common mental disorder in clinical practice, and long-term emotional or mood changes are its typical clinical features. According to a recent report of the World Health Organization, the burden of disease caused by this disease ranks third among all diseases, only after cardiovascular events and malignant tumors. At the same time of treatment, it is necessary to cooperate with active and effective nursing intervention to strengthen the control of their depression. The research results show that percussion ensemble training is an effective psychological counseling auxiliary therapy, which can effectively alleviate the symptoms of depression patients, and good research results have been obtained.

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THE EFFECTORS OF DIFFERENT EXERCISE TRAINING INTERVENTIONS ON COLLEGE STUDENTS WITH ANXIETY AND DEPRESSION

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Background: The psychological problem of college students is becoming serious, so how to intervene and help solve the problem is the schools and society should seriously consider today. Higher education is also trying to change the situation. Among the psychological problems of college students, depression and anxiety are the serious ones. Studies have shown that the incidence of anxiety and depression among college students has been increasing year after year. Anxiety has become a more common mental illness among college students. This brings trouble to the life and study of college students, and meanwhile adds a certain burden to the body.

Objectives: To explore the exercise methods of anxiety intervention for college students, this paper takes aerobics and football exercise as examples to analyze its effects. 100 cases of students majoring in physical education in a certain school were selected and divided into groups by drawing lots, with 50 cases in the observation group and 50 cases in the control group.

Subjects and methods: The study was for 100 cases of college students with anxiety in physical education in a school. The group ingesting of 100 people was decided by drawing lots, of which 50 were in the experimental group (football group) and 50 were in the control group (aerobics group). Anxiety diagnostic criteria: (1) the presence of autonomic neurological symptoms and motor inactivity; (2) persistent or often no fixed content and clear objects. Clinical performance mainly has the following points: fear, nervousness, uneasiness, etc.; Experimental group: 22 male college students, 28 females, age distribution between 17 and 20 years old, the average age is (18.27±1.54 years old), grade distribution is: 20 cases of freshman students, 20 cases of sophomores, 10 cases of junior students. Control group: Male college students and female college students each 25 cases, age distribution between 18-21 years old, the average age of (20.47±0.45 years), grade distribution is: 18 cases of freshman students, 19 cases of sophomores, 13 cases of junior students. There was no significant difference in age, sex, and grade composition of college students in the experimental and control groups (*P*>0.05).

Interventions include normal elective courses, sports clubs including aerobics and football, exercise time of 60 minutes each time, frequency of 1 time per week, and the experimental cycle of 12 weeks. Both groups of college students maintained moderate intensity training, by monitoring the student's heart rate (120 to 150 times/min), so that the participant's training intensity is maintained in the medium range, and can be monitored every 15 min. According to the experimental tolerance, the amount of exercise can make appropriate increase. Exercise Intensity: Moderate-intensity exercise can promote improvements in mental health and others. Studies have shown that continuous regular moderate-intensity exercise, with a duration of about 20-60 min, can help people with emotional distress and improve bad moods. Aerobic exercise has an

improved effect on physical fitness and consciousness, which helps to improve one's state and change people's negative mentality. If the intensity of exercise is too low, neither can achieve the role of sports intervention emotions, nor can it play a stimulating effect on physical fitness. However, excessive exercise intensity will also have a negative effect. Exercise time: The duration of each exercise was determined to be 1 h, and the results of the study and analysis on improving anxiety and exercise time showed that the effective exercise time to improve anxiety must be greater than 20 min. The optimal duration of exercise to improve anxiety ranges from 20-60 min. Exercising three times a week allows anxious people to relax during exercise and may relieve the mood, but it does not lead to physical fatigue. Once a week, aerobic exercise, oxygen intake does not change much, and is prone to fatigue. Students are very likely to be injured in sports. If you do aerobic exercise twice a week, the effect is still not obvious, muscle soreness, fatigue will be reduced. Exercise more than 5 times a week is excessive, and possibility of injury will be higher. You will have physical fatigue, but no significant change occurs in metabolic capacity. Anxiety relief effect will be greatly reduced. The American Society of Sports Medicine (ACSM) believes that exercising three to five times a week can maximize anxiety and have a more positive and effective impact on people's mental health.

Evaluation criteria is that the depression self-assessment scale SDS and the anxiety self-assessment scale SAS compared the average scores of college students in quality of life, depression and anxiety. Anxiety and depression scored 1-100 points, with a score of 50-60 mild depression, 60-70 for severe depression, and more than 70 for moderate anxiety. The same criteria are used for depression classification. It means that if the score is higher, the student has higher levels of depression or anxiety. The quality-of-life score involves four aspects, namely, mental function, material life, body function, social function. The scores range from 0-100 in all areas, and a higher score means the student recovers better. Data processing was carried out using SPSS 20.0 software, and t-testcase was used for depression, anxiety, quality of life score, and the level of significance was alpha-0.05.

Results: Comparing the quality-of-life scores (social function, physical function, material life, psychological function) of the two groups of college students before the exercise intervention, the difference was not significant (*P*>0.05), and the two groups showed that the experimental group of college students had a social function score, material life score, body function, and psychological control group. The differences were statistically significant (*P*<0.05), See Table 1.

Table 1. Comparison of quality-of-life scores before and after exercise for college students in the experimental and control groups.

	Before exercise				After exercise			
	Experimental group	Control group	*t*	*P*	Experimental group	Control group	*t*	*P*
Social function	65.74±1.98	64.71±1.53	2.2784	>0.05	95.31±2.38	71.85±2.37	50.0783	<0.05
Material	63.07±1.63	62.78±1.95	0.5349	>0.05	93.74±2.69	72.65±1.68	50.1876	<0.05
Body function	64.79±1.68	64.91±1.76	0.5190	>0.05	96.78±1.12	70.13±2.67	68.2758	<0.05
Psychological function	63.81±2.01	63.29±1.39	0.5973	>0.05	94.31±2.09	70.29±2.19	51.3240	<0.05

Comparing the depression and anxiety scores of the two groups of college students before and after exercise intervention, the difference was not significant (*t*=1.0582, 1.3751; *P*>0.05), and the depression scores and anxiety scores of the post-exercise experimental group were lower than those of the students in the control group (*t*=44.6957, 48.3714; *P*<0.05), as Table 2 illustrates.

Table 2. Comparison of depression anxiety scores before and after exercise in the experimental and control groups.

Project	Before exercise				After exercise			
	Experimental group	Control group	*t*	*P*	Experimental group	Control group	*t*	*P*
Depression score	65.48±2.97	65.94±1.98	1.0682	>0.05	26.89±2.58	51.38±3.18	44.9071	<0.05
Anxiety rating	62.18±1.97	61.98±3.47	1.4197	>0.05	25.64±3.69	52.94±1.62	48.3852	<0.05

From Table 3 and Table 4, the quality-of-life score (social function score, material life score, body function score, mental function score) was higher than that of aerobics group, and lower on depression and anxiety scores than aerobics students, with statistical significance (*P*<0.05), which suggests that football can better alleviate anxiety and depression among college students compared to aerobics exercise. We can see

that there was no significant difference in SAS scores (*P*>0.05) in the pre-experimental mild and moderate anxiety groups, while after the experiment, the moderate anxiety control group and the experimental group showed significant changes in the SAS score. Anxiety scores decreased in the experimental group, with significant differences from pre-experimental values, and the same as the comparison with the control group. Anxiety levels improved significantly after the experiment. Comparing the average scores of the SAS test every two weeks, you can see a significant decrease in the associated scores after four weeks, and the SAS score was still significantly lower after the experiment. The score of mild anxiety decreased less than the level of moderate anxiety. In the last two weeks of the experiment, moderate anxiety decreased to the maximum effect. Therefore, exercise intervention can improve anxiety to a certain extent, and the effect of moderate anxiety improvement is more obvious. At the beginning of the semester, non-physical students were tested for anxiety and classified according to the frequency of their exercise, in four main categories: non-exercise groups, once a week, twice a week. The degree of characteristic anxiety in different categories of students was observed to determine the effect of exercise on the relief and intervention of traits anxiety.

Table 3. Comparison of SAS scores before and after the experiment for mildly anxious students (x±s).

Project	Before the experiment	2	4	6	8	After the experiment
Control group (n-20)	53.12±2.59	52.23±1.68	52.95±3.47	55.26±1.28	51.27±2.64	55.71±3.12
Experimental group (n-20)	54.39±3.27	54.13±2.38	54.32±3.52	51.72±2.65	52.36±1.34	51.03±3.71[*]

Table 4. Comparison of SAS scores before and after the moderate anxiety student experiment (x±s).

Project	Before the experiment	2	4	6	8	After the experiment
Control group (n-12)	65.71±2.82	66.32±1.74	66.82±2.68	66.61±1.86	66.79±3.29	65.68±1.34
Experimental group (n-12)	65.49±1.84	66.42±2.52	65.57±3.57	63.56±2.14	62.91±1.59	62.16±2.57[**]

The study found that the frequency of different exercises in non-physical students varied in the degree of anxiety, the degree of different categories of significant lying, the highest degree of non-exercise, the lowest is two times a week group. Through the analysis of variance, there are significant differences between the three groups, and the specific data analysis is shown in Table 5.

Table 5. Anxiety levels of different sports frequencies for non-physical students.

The frequency of motion	Do not exercise	Once a week	Twice a week
Anxiety level	42.58±6.84	41.97±6.43	36.57±7.94

After data analysis, it was shown that there was a significant low negative correlation between the "anxiety" degree and the frequency of sports, and that regular participation in physical activities could improve mood, bring positive effects, and have a positive effect on anxiety and regular participation in sports, and intervene and alleviate anxiety.

Conclusions: When interfering with the sports of anxious college students, we need to pay attention to the following aspects: First, when carrying out sports exercise for college students with anxiety, we should pay attention to the following points: Second, the persistence of sports is needed, and students need to adhere to it. Since moderate-intensity exercise can speed up blood circulation throughout the body and help relieve psychological stress, persisting in exercise, long-lasting exercise can be effective lying and improving. Sports can be a degree of distraction, from long-standing problems or circumstances to be freed from. It is also a way to make them more passionate about sports. Furthermore, it is necessary for colleges and universities to establish mental health files of anxious students, including mental health, quality, function, sports interest, etc.

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THERAPEUTIC EFFECT OF MUSIC ON MENTAL ILLNESSES IN COLLEGE STUDENTS

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Background: In modern society, material life is increasingly rich and competition is increasingly fierce, so people generally feel mental pressure. Especially the college students living in the ivory tower often encounter problems in study and life, interpersonal communication, personality development, love relationship and employment, showing relatively large emotional fluctuations. Some students often have depression, loneliness, anxiety, anger and other bad emotions, and some even go to the edge of mental breakdown, resulting in loss of reason and behavior out of control. It has caused irreparable harm to themselves and others. In the traditional concept, people think that "no pain and discomfort is health". In fact, it is this misunderstanding that causes some psychological hidden dangers not to be found in time, missed the best time to "clean up", and finally leads to irreparable tragedy. So. Timely and timely detection and treatment of College Students' psychological problems. Enhance the ability of College Students' psychological adjustment, can avoid the further deterioration of the situation. This is also an urgent problem to be solved in college mental health education. Healthy psychology can not only protect the normal study and life of college students, but also play an important role in their future development and career prospects. At present, receptive music therapy, as a passive modern medical auxiliary means for psychological adjustment, has been widely concerned. It is gradually accepted and adopted by some counselors and psychiatrists.

Objective: It is theoretically feasible to use music therapy to alleviate the psychological problems of college students. one side. From the educational function of music, In the process of listening to music, college students can produce emotional resonance and a kind of peer-to-peer communication, that is, the similarity between the listener and the composer in a certain emotional point. Or the emotional feedback (through music association or recalling something) made by the listener is partially or completely corresponding to the composer's own experience. This is not only helpful for the accumulation of the listener's own emotional experience Tired. Enhance their own emotional perception. And it can make up for the lack of discourse communication, that is, direct, hasty, simple, one-time, not reaching the spiritual level. Unlike music communication, it can give people time to think, and when they receive a certain passage, listeners can feed back and recreate it, directly reaching their inner spiritual world. That is to say, music expression is not only limited to the string formation and arrangement of musical symbols and movements, but also affects the listener's thinking and language imperceptibly. On the other hand, music therapy is relatively peaceful and conservative in regulating people's psychology. It is not as tough as other physical therapy or drug intervention. College students are relatively sensitive. Exposing their own psychological defects or psychological problems in any case will bring them inferiority and shame. They often take negative methods, such as avoiding or trying to cover up or more extreme, like suicide. In fact, these tragedies are unlikely to happen. It's not that music therapy is a "panacea", but to a large extent, the auxiliary means of music are more acceptable than the general physical or drug intervention methods to cure mental diseases. In the process of treatment, the patients not only enjoy the wonderful music, but also adjust and improve their psychology. It really realizes being treated with respect and happiness.

Subjects and methods: At present, the qualified universities have started to open psychological consulting institutions to teach psychology, mental health care and other courses for college students. However, due to the lack of depth and quantity, they can not meet the requirements of college students on mental health education, and are influenced by traditional thinking, some students with psychological problems are reluctant to disclose their psychological problems to the psychological counseling structure and psychotherapists. The psychological consulting institutions in the school are in a passive position. But the expansion of colleges and universities at present makes college counselors often have to manage hundreds of people, and it is difficult to have time to have energy to do a good job of each student's psychology. After class, professional teachers often need to rush back to the old campus bus, often have no time to care about students' thoughts and learning problems. Therefore, the college students are facing the dilemma of no place to speak, no way and way to alleviate the psychological problems. In this case, the unique role of music psychological education on psychological problems has gradually attracted some universities' attention. In quality education, psychological quality is the core and carrier of professional quality, moral quality and cultural quality. Music psychological education is exactly the closest to the college students of a psychological education model. Music has the function of mental health care besides the function of appreciation. It is very easy for students to accept music, and it has various forms. In fact, music has become a part of many college students' lives.

Results: Music can promote individual mental health and alleviate students' negative emotions, which has been confirmed in many psychological studies. In fact, music has been found in the treatment of psychological problems. As early as in Qun Jing Yin discrimination, there is a saying of "music, treatment also", which clearly suggests that music is a means of treating mental diseases. In the fifth century BC, bidagos of ancient Greece pointed out the function of music on human psychological activities: "there is melody for the treatment of depression and inner diseases in the heart". In the 19th century, KEMET published the influence of music on health and life, and scientifically discussed the relationship between

music and physical and mental health. Music has the function of communication and transmission, which can communicate the inner world communication between people, and make the emotion and behavior be effectively regulated, which is the internal mechanism of music therapy principle. Music can relax people and promote mental health. The physiological activities of human breath, blood pressure and heartbeat have their fixed rhythm. When the rhythm of music is similar to those rhythms, people will feel relaxed. In addition, music can regulate the endocrine of human body and secrete substances that can promote psychological relaxation. Music also promotes mental health by expressing and releasing the repressed emotions of individuals. We all have the experience that when facing great pressure, singing loudly, or listening to rock music, roaring a few times with the music rhythm can significantly relieve the pressure and vent our emotions. Hongyi Zhang, founder of Chinese music therapy and professor of music therapy expert of China Conservatory of music, believes that the real music therapy is to resonate with music and emotion, release negative emotions, and then guide the change of emotions with music. Music has a strong power, can make people happy, satisfied and release huge enthusiasm, so that people find happiness, get strength, re ignite the love of life, so that physical and mental health can be developed. In clinical psychology, music psychotherapy has been paid attention to as an independent treatment. Therefore, music psychological education should be regarded as an important form of music education in Colleges and universities. In addition, the music and cultural life on campus plays an important role in maintaining the mental health of college students. The particularity of music education in Colleges and universities lies in the ability to maintain and improve the mental health level of college students as an important auxiliary means of psychological counseling and psychological counseling training. Through the function of music education, performance and appreciation, students can get out of the depressed psychology and learn to get along with people in the music performance cooperation.

Conclusion: Music therapy has not been popularized in Colleges and universities in our country. There is a lack of music therapy talents, and the music therapy program is still gradually improving. This requires that college workers, especially the main leaders of colleges and universities, pay enough attention to it, increase the investment in music therapy, and strengthen the construction of music therapy teachers with the training mode of "going out" and "introducing in". Music therapy as a special subject is added to college students' mental health education, so that college students can really accept and like music therapy, and promote the development of College Students' mental health in many ways.

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RELATIONSHIP BETWEEN PHYSICAL EXERCISE LEVEL AND ANXIETY OF COLLEGE STUDENTS DURING COVID-19

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Background: During the COVID-19 period, college students are faced with greater pressure than usual times. While worrying about the development of the COVID-19 epidemic, college students are also suffering from the adverse impact of the epidemic on their life and study, which is more likely to induce anxiety and other negative emotions. Anxiety will have a negative impact on students' behavioral cognition and academic performance, and even lead to depression when it is serious, resulting in serious consequences. How to adjust this emotion, as far as possible to reduce the negative impact of anxiety on students, it is very urgent. Many studies have shown that physical exercise can directly or indirectly improve the psychological status of college students, reduce the incidence of bad emotions, but also reduce the risk of some diseases. Therefore, this paper investigates and studies the physical exercise level and anxiety status of college students during the COVID-19, as well as the relationship between them, to help college students cope with and defend physical and mental problems, improve social adaptability, and ensure healthy growth.

Objective: To explore the relationship between college students' physical exercise level and anxiety during the COVID-19 period, to provide options and suggestions for alleviating college students' anxiety during the COVID-19 period.

Subjects and methods: From March 10 to 12, 2021, an online questionnaire survey was conducted among 1000 college students from Liaoning Normal University, Dalian Jiaotong University and Dalian University of Technology about their basic situation, physical exercise level and anxiety mood. Deqing Liang revised physical activity scale (PARS-3) was used to measure the physical exercise level of college students, and the retest reliability of the scale was 0.82. The grade evaluation standard of physical activity: ≤19 A small

amount of exercise, 20-42 was classified as medium amount of physical activity, and ≥43 great physiological load of exercise. The Self-Rating Anxietyscale (SAS) prepared by Zung was used to measure the anxiety state of college students, and the retest reliability of the scale was 0.75.

Study design and Results: The average score of college students' physical exercise is 23.88±6.42 points. There were statistically significant differences in the average scores of physical activities among students of different genders (t=8.85) and grades (F=9.78, P<0.01). The physical activity of male students (27.82±5.40) was higher than that of female students (16.29±2.45). The physical activity of freshman students (29.76±3.26) and sophomore students (23.45±4.18) was higher than that of junior students (19.62±7.74) and senior students (18.65±8.28).

The average score of anxiety of college students was 85.4 ± 6.7 points, and there were statistically significant differences among different genders (t=9.85), grades (F=9.34) and scores of anxiety of college students (P<0.01). The anxiety level of female students (24.42±6.13) was higher than that of male students (16.78±3.97). The anxiety level of each grade was: Grade 4 > Grade 3 > Grade 1 > Grade 2.

There was a significant negative correlation between the amount of physical exercise and anxiety (r=-0.31). The anxiety levels of different exercise levels were as follows: small amount of exercise > medium amount of exercise > large amount of exercise, and there was no significant gender and grade difference.

Conclusions: The COVID-19 has limited the physical activities of university students. The results of this survey show that the physical exercise level of college students reaches the level of moderate intensity exercise, the physical exercise level of boys is greater than that of girls, and the physical exercise level of freshmen is the highest. This is because girls in peacetime exercise in addition to physiological characteristics and their own subjective factors, but also may be subject to objective conditions, including venues, equipment and other restrictions, which will restrict the enthusiasm of girls' physical exercise. In addition to extracurricular physical exercise, public physical education courses also increase the intensity and frequency of exercise for freshmen, and the level of exercise is the highest compared with other grades.

Anxiety is common among college students during COVID-19. There was a significant gender difference in anxiety scores, and girls' anxiety was higher than boys. Women, as representatives of tenderness, affinity and introvert, are more sensitive and emotional than men. During the COVID-19 epidemic, they are more easily disturbed by the external environment, resulting in more anxiety. Senior students have the highest score of anxiety because senior students are faced with graduation defense, employment, postgraduate entrance examination, emotional problems, and bear a certain amount of psychological pressure. Under the COVID-19 epidemic, graduates are affected by multiple external environments, and have a higher risk of developing anxiety.

Physical exercise has a significant effect on anxiety and is one of the ways to improve college students' mental health. This study found that the level of physical exercise was negatively correlated with anxiety, and the more exercise the college students had, the lower their anxiety was. Participating in physical exercise and adopting an active and healthy lifestyle during the epidemic period could significantly improve the state of anxiety and improve the level of physical and mental health. With the epidemic prevention and control becoming normal, the impact of time and venue restrictions on physical exercise has gradually weakened. On the one hand, the physiological changes produced by physical exercise will cause the functional or structural changes of the brain, the acceleration of cerebral blood flow and metabolism, and the production of physiological hormones to inhibit the production of related negative emotions; On the other hand, physical exercise affects people's emotions by affecting insulin metabolism, accelerating metabolism, and influencing the mediating mechanism of neuroendocrine response.

Colleges and universities and related departments should carry out scientific psychological intervention and emotional counseling for college students. Based on the epidemic, colleges and universities should establish a long-term health education model for college students, set up courses focusing on health knowledge, carry out colorful extracurricular sports activities, and improve the mental health level of college students through long-term systematic intervention.

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THE PSYCHOLOGICAL CORRECTION COUNTERMEASURES OF JUVENILE DELINQUENCY FROM THE PERSPECTIVE OF LEGAL SOCIOLOGY

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Background: At this stage, juvenile crime has gradually evolved into a more serious social problem. Various studies have shown that juvenile criminal behavior is closely related to their mental health. Juvenile criminality is the result of unbalanced physical and psychological development caused by criminal psychology, which directly affects social stability. This article will discuss the causes of juvenile criminal psychology, how to correct the juvenile's criminal psychology in a legal society, and how to prevent juveniles from producing criminal psychology.

Subjects and methods: This article uses questionnaire surveys and data analysis to explore the differences in the mental health of juvenile offenders, and the impact of professional psychological correction courses on the mental health of juvenile offenders in the correction process. On this basis, clarify the psychological correction needs of juvenile offenders at this stage, and design psychological correction measures in a targeted manner.

This article uses the "Symptom Self-Rating Scale (SCL-90)" for the scale. This table is one of the most famous mental health test scales in the world, and it is widely used by many mental illness clinics. The scale has a total of 90 items, including ten aspects of psychological symptoms such as feelings, emotions, thinking, and interpersonal relationships. Each item adopts a scoring standard of 1 to 5, from consciously asymptomatic to consciously symptomatic. No symptoms are counted as 1 point, and severe symptoms are counted as 5 points. Participants were randomly divided into groups A and B, with 72 people in each group. Group A received regular treatment in the juvenile correctional facility, and group B received regular psychological counseling courses organized by the research team. The course is a combination of group counseling and individual counseling. After 6 months, the subjects of group A and group B completed the test again. By analyzing the results of the scale, the differences in the mental health of the two groups of subjects before and after treatment were compared.

Results and discussion: Through the above survey, we can see that there are three main psychological causes of juvenile delinquency: (1) Social factors. The crimes committed by minors are usually imitative crimes, especially the violent culture spread in the current society, which is very easy to impact the minds and psychology of minors. In addition, there are some bad habits in the society and the instigation of unscrupulous persons, etc., can make minors form a criminal psychology, thus embarking on the road of juvenile delinquency. (2) School factors. In recent years, school violence incidents have become more frequent, and the factors that form violence incidents are also absurd and varied. However, teachers engaged in mental health counseling in many schools are not professionals in psychology, and they do not possess the professional qualities and qualities of psychological counseling skills, so that the psychological problems that appear in the minors cannot be prevented and corrected in a timely and effective manner, which leads to a variety of psychological problems for the minors. (3) Family factors. In the process of education for minors, family education often plays a more important role. Parents' behavior may involve children's behavior and psychological activities, and when family education is extremely lacking, minors lack discipline. Excessive behavior is very prone to trigger juvenile delinquency.

Therefore, the following measures should be taken to prevent and treat:

(1) Incorporate mental health into the evaluation index system for the quality of rehabilitation of juvenile offenders; It is necessary to include the mental health as a measurement standard in the evaluation indicators for the quality of rehabilitation of juvenile offenders, and whether the mental condition of juvenile offenders is healthy after correction is used as an indicator to measure the quality of correction, so as to make the mental health of juvenile offenders better and attention no longer stays in words.

(2) Establish psychological files of juvenile offenders and conduct regular mental health assessment; if the mental health status of juvenile offenders can be included in the evaluation index system of correction quality, it means that the work of psychological correction should be formalized and routinely implemented. Therefore, juvenile correction institutions should establish psychological files for every juvenile offender who undergoes correction, and set up standardized and strict file management regulations at the same time.

(3) Combination of routine counseling and specialized treatment. Specific to the psychological correction of juvenile offenders, the measures of "routine counseling + specialized treatment" can be adopted. Regular counseling can be organized in groups on a regular basis, and every juvenile offender in the correction institution must participate. Routine counseling aims to cultivate the habit of trusting and helping each other by juvenile offenders through group activities and communication. At the same time, teach juvenile offenders the basic knowledge and skills of self-diagnosis and self-regulation of their own mental health, so that they can have a preliminary understanding of their own mental health. Take the initiative in self-grooming and dare to seek help when needed.

(4) Introduce social forces and make up for the current lack of resources through "volunteers + purchasing services". Regarding the psychological treatment of juvenile offenders with more serious psychological

problems, the correction institution is difficult to do with its own resources and abilities, and has high requirements for the qualifications of the treatment personnel, so it can be carried out through the government's purchase of services. Correction institutions for juvenile offenders can try to establish a fixed cooperative relationship with surrounding psychological counseling institutions or hospitals, and correction institutions can purchase professional psychological treatment services from cooperative units at relatively favorable prices when necessary.

Conclusions: It can be found that there is a causal relationship between the criminal behavior of minors and their mental health that cannot be ignored. The study of juvenile criminal behavior and corrective measures is inseparable from a detailed analysis of their psychology, and this requires reference to the relevant research results of psychology. For the common mental health problems of juvenile offenders, professional psychological counseling must be given to them. If necessary, they even need to take drugs for systematic treatment, otherwise the psychological problems are likely to continue to worsen. The introduction of psychological correction measures should be promoted step by step, and a certain degree of openness should be maintained in the process of institutionalization, allowing localities to explore based on actual conditions, and then promote them to legislation on the basis of accumulated experience.

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PURCHASE INTENTION OF CULTURED MEAT PRODUCT: AN EMPIRICAL STUDY FROM CONSUMER PSYCHOLOGY PERSPECTIVE IN WUHAN

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Background: Cultured meat products had become a substitute for traditional meat products in recent years, especially in the background of the shortage of global food supply under the COVID-19 epidemic. However, cultured meat products were still just getting started in the Chinese food market. For example, Kentucky Fried Chicken (KFC) and Burger King did not enter the Chinese cultured meat industry by the end of 2020. Although cultured meat was a new thing for the Chinese market, whether consumers had sufficient willingness to buy such products was seldom discussed. In order to broaden the plant-based cultured meat market and increase the consumer's enthusiasm, it was worthy of in-depth discussion to explore the factors affecting consumers' purchase intention from the consumer psychological perspective.

Subjects and Methods: An on-site survey was conducted in October 2020, with more than two hundred consumers who bought cultured meat products in two KFC stores in Wuhan. The survey aimed to determine the relationship between consumers' psychological perception and purchase intention and the factors that affect consumers' psychological perception. There were several reasons for selecting KFC consumers of Wuhan as objects in this study. First of all, KFC had a relatively large consumer group from different income levels in the Chinese market, making the survey objects more representative in selection. Secondly, Wuhan was one of the first six cities where KFC launched cultured meat products. Moreover, Wuhan city ranked No.4 among the new first-tier cities in China considering economic development, which could better reflect the current consumers' preference of first-tier cities. Besides, consumers in Wuhan were the group that we can reach with the least cost.

Study design: To ensure the validity of the data, we restricted the survey subjects to KFC cultured meat products consumers who were over 16 years old. An empirical analysis was used to construct a research model of factors affecting consumers' cultured meat purchase intention (as shown in Figure 1 below). SPSS and Amos were used as tools to analyze research data.
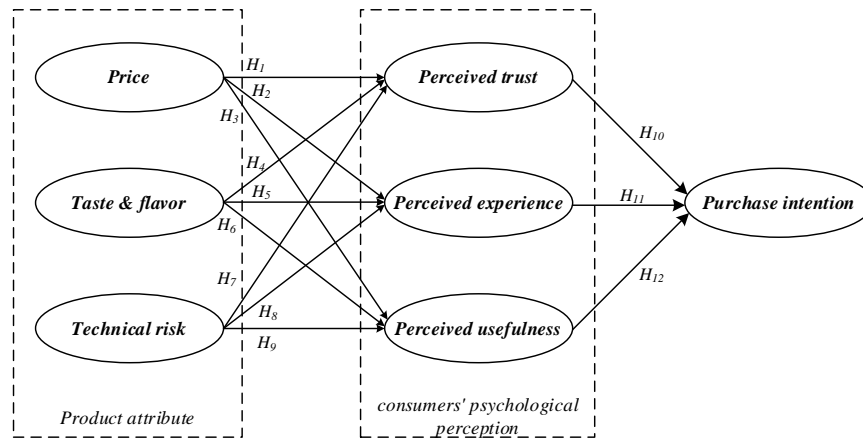
Figure 1. Research model of cultured meat purchase intention from consumer psychology perspective.

Results: Through the analysis of questionnaire investigation, we firstly found that among consumers' psychological perception characteristics, two psychological factors, perceived experience and perceived trust, significantly affected the purchase intention of cultured meat products. The perceived experience had the most significant impact on product purchase intention ($\beta=0.611$, $P<0.001$). A good perceived experience such as a happy mood and inner satisfaction would help increasing consumers' purchase intention. For example, many KFC stores would hold new product tasting activities to attract consumers before officially launching the products, which invisibly gave potential consumers a good perceived experience. Perceived trust was the second most affected factor on product purchase intention ($\beta=0.262$, $P<0.05$). It showed that when consumers had enough confidence in the quality and safety of cultured meat products, consumers were more inclined to buy these products. However, perceived usefulness had no significant impact on consumers' purchase intention ($\beta=0.017$, $P=0.877$). It reflected that the current consumers still believed that cultured meat was not a necessary thing. Although the introduction of new products could increase consumers' short-term purchasing enthusiasm, consumers might doubt cultured meat products becoming a substitute for traditional meat in the long run. It reflected that the acceptance of cultured meat products might require a long-term process. In addition, the study further found that the attributes of cultured meat products indirectly affected consumers' purchase intention by influencing consumers' psychological perception characteristics. Among all product attributes, the product price setting had the most significant impact on consumers' psychological perception characteristics. The technical risk and product flavor of cultured meat products had the second influence on consumers' psychological perception characteristics.

Conclusions: This study could reference cultured meat manufacturers and retailers to some extent. For manufacturers, the first thing was to reduce production costs. For example, to achieve the establishment of domestic factories and promote large-scale production, cost pressure, including raw materials, labor, and import tariffs, could be reduced. Secondly, manufacturers could improve the taste and flavor of cultured meat products by developing more advanced purification technologies. In addition, manufacturers should also strictly abide by industry regulations during the production process and strengthen market self-discipline to gain consumers' trust. As to retailers, the price setting of cultured meat products was suggested close to traditional meat products to cultivate consumers' long-term buying habits rather than a one-time purchase. In addition, retailers could provide consumers with a good experience, increase their purchase willingness by increasing discounts, and provide tasting cultured meat products. This research helps to understand better consumers' purchase willingness of cultured meat products from the perspective of consumer's psychological concern in domestic first-tier cities. The conclusions can also reference cultured meat manufacturers and retailers to stimulate consumer' purchasing enthusiasm.

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GAME TEACHING ON CHILDREN'S COOPERATIVE BEHAVIOR AND MENTAL HEALTH

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Background: Children are in the primary stage of physical and psychological development, fast physical

development, low psychological endurance, once there is abnormal stimulation, psychological and even physical growth of children in the future will have a very serious impact. Children's mental health is an important part of children's physical and mental health, which has a profound impact on children's healthy growth. The main purpose of early childhood education is to promote children's physical and mental health and all-round development, cultivate children's sound personality. At present, educators and society pay more and more attention to children's mental health education, through children's mental health education and effective classroom cooperation, gradually cultivate children's cheerful character and good psychological quality, which will directly have a positive impact on children's future study and life.

Object: To judge the influence of game teaching method on the training of children's cooperative behavior and mental health, in order to explore a new way of children's teaching, cultivate a sound children's personality, and promote the development of children's mental health.

Subjects and methods: 200 children in a few kindergarten teaching study, divided into control group and experimental group, each group of 100 people, control group adopts the traditional teaching way, the experimental group using game teaching way, the game teaching mainly include letters, words, relays, guess, looking for a friend, textbooks, messages, listen to the drawing, punters and other methods, systematization of the content of the book, game teaching. After 15 days of teaching with different teaching methods, the learning status of different groups of students was tested, and the scores of children were tested.

Results: The scores of children in different groups are shown in Table 1. Among the 100 students in the control group, there are 18 students getting 100 points, 19 students getting 99 points, 15 students getting 97 points,11students getting 96 points, 4 students getting 95 points, 18 students getting 93 points, 6 students getting 90 points, 5 students getting 89 points, 3 students getting 86 points, and one student getting 82 points; Among the 100 students in the experimental group, 30 students got 100 points, 28 students got 99 points, 14 students got 97 points, 8 students got 96 points, 4 students got 95 points, 13 students got 93 points, 2 students got 90 points and one students got 89 points.

Table 1. The scores of children in different groups.

	80-85	86-89	90-95	96-99	100
The control group	1	8	28	45	18
The experimental group	0	1	19	50	30

Thus it can be seen that the experimental group of children's performance is better than that of control group, while in the process of the experimental teaching test, found that the experimental group of children in the classroom participation and expression is significantly higher than the control group, shows that the experimental group of children's physical and mental pleasure, under this kind of teaching way, children can get better mental health development. The reasons can be summarized as follows:

(1) Game teaching can stimulate children's subjective initiative.

Game teaching is very comprehensive in teaching. For different children's teaching purposes, different forms of games can be adopted in the selection and design of teaching contents and forms, so as to produce the children's learning effect that we all expect. It is because of the flexibility of game teaching that children are strongly attracted and have active participation. In the whole process of experiencing game teaching, children participate in it spontaneously and voluntarily, which improves their attention and multiplies their interest in learning, so that game teaching has achieved unique effects incomparable to other teaching methods in early childhood teaching.

(2) Game teaching can promote children's sense of learning pleasure.

The game teaching has very strong interest. In children's learning, body movements and children's various senses are stimulated by interesting games, so that children's curiosity is satisfied; Tensitive and orderly, slightly difficult games, children's spirit is highly concentrated, help to relieve and eliminate children's bad emotions; The fun of successful game makes children happy, is conducive to cultivating children's interest in learning, learning effect can be twice the result with half the effort.

(3) The influence of game teaching on children's mental health education.

The competition of game teaching has certain rules of competition, which permeates the mainstream culture of the current era, reflects the latest values and moral concepts that keep pace with The Times, and the positive national spirit. Children in the game to comply with certain rules and requirements of the constraints, will inevitably produce a sense of rules, so as to improve the ability to control. However, the winning and losing in game teaching is different from competitive competition, which can enable students to experience the happiness, satisfaction and successful experience in the process of game in a happy and relaxed game atmosphere. As long as the game players overcome external physical barriers, personal physical and psychological barriers, each player has the possibility to win, so that they can give full play to

their abilities. In the competition, we can temper people's will, stimulate people's fighting spirit, cultivate children's courage to compete, and enhance their psychological endurance.

Conclusions: For children, game teaching can improve their learning enthusiasm and learning efficiency, increase their interest in learning, so that they develop confidence in the communication and cooperation with others, learn how to effectively communicate with others important interpersonal skills. Teachers use this new teaching strategy to change the previous monotonous and boring teaching mode and improve the teaching quality.

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TREATMENT OF MUSIC COMBINED WITH PSYCHOTHERAPY ON PATIENTS WITH SLEEP DISORDERS

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Background: Sleep disorder (SD) is one of the most common symptoms, with an incidence of 65%-95%. The clinical symptoms of patients include insomnia, excessive daytime sleepiness, sleep attack, sleep apnea syndrome, behavioral disorder during REM sleep, restless leg syndrome, and periodic limb dyskinesia. It seriously affects the quality of life of patients. At present, most SD symptoms of PD patients are drug intervention, but most of the drug treatment to improve sleep will aggravate the motor symptoms and excessive daytime sleepiness degree of patients. The study combined with music and psychotherapy was used to intervene 64 PD patients with SD. Before and after treatment, polysomnography (PSG) was used to evaluate the sleep status of patients, and found that the clinical effect was satisfactory.

Subjects and methods: A total of 200 patients with sleep disorders, aged 30-50 years, with a course of 6 months to 12 years, were selected from March 2019 to September 2020; all patients had signed informed consent. The patients were randomly divided into control group, psychotherapy group, music therapy group and combined therapy group.

Study design: The patients in the control group were treated with conventional anti PD drugs (such as dobutamine, dopamine receptor agonist, etc.), and the drug dosage and compatibility were adjusted according to the actual condition of each patient. The music group and the psychological group were supplemented with music or psychological intervention on the basis of the above drug treatment, while the combined treatment group was supplemented with psychological counseling and music therapy on the basis of the above drug treatment. The specific treatment is as follows.

Music therapy: mainly using listening method, training and treatment are carried out in a special music therapy room to avoid external disturbance. The whole treatment process is divided into two stages, relaxation training stage: music therapists evaluate the music hobbies of patients, and then select the music that patients are interested in and feel happy. Accompanied by music and guidance language, patients successively carry out music with breathing training, music muscle gradual relaxation training and guided music imagination training in three forms, morning, afternoon and before going to bed the above music training lasted for 6 months.

Psychotherapy: collective psychotherapy professional psychotherapist, neurology specialist and nurse in charge participate in psychotherapy for patients hospitalized in the same period at 4 p.m. every day to fully activate the mutual assistance, suggestibility and interaction among group members. The psychological status of patients is evaluated by psychotherapist every day, and the psychotherapy formula is adjusted according to individual psychological status the treatment lasted for 6 months.

Combined therapy: the patients were treated by music therapy combined with psychotherapy. After the patients adapted to the above training, they began treatment. Half an hour before going to bed, they listened to the music selected by the musicians according to their hobbies (such as slow-paced light music, classical music, opera, folk songs, folk music, etc.), and according to the requirements of training, they were instructed to lie down with eyes closed, relax and breathe gently in the process of music imagination, we should keep the language communication with the musician. Psychological suggestion was used to adjust the psychotherapy plan, once a day for 6 months.

Effect score of patients with sleep disorders: evaluated by neurology specialists, the possibility of patients dozing in the following eight common situations during the day was asked, including: reading books and

periodicals in silence; watching TV; sitting inactive in public places (such as theater or meeting); taking a car to ask > 1 h. There is no rest in the middle of the meal: stay in bed in the afternoon if the environment permits; sit and talk with others; do not drink alcoholic drinks at lunch and sit quietly after the meal; stop for several minutes in case of traffic jam. The results were scored according to the 4-level scoring standard of 0-3 points. 0 points indicated never dozing; 1 point indicated mild dozing; 2 points indicated moderate dozing; 3 points indicated severe spitting. The total score range was 0-24 points. If the score was ≥ 0 points, the patient could be considered as abnormal sleepiness.

Methods of statistical analysis: The measurement data obtained in this study are expressed as ($X \pm X'$). SPSS 13.0 statistical software package is used for data analysis. The measurement data are first tested for homogeneity of variance. The training data of normal distribution are compared with t test, and the counting data are compared with X test. $P < 0.05$ indicates that the difference is statistically significant.

Results: 200 patients with sleep disorders were randomly divided into 4 groups, 50 in each group. Each group was treated with music therapy, psychotherapy, music psychotherapy and no operation for 3 months. The results are shown in Table 1.

Table 1. Analysis of curative effect of different methods on patients with sleep disorders.

Group	Number of people	Gender (male / female)	Course of disease (years)	Effect score
Control group	50	27/23	6.12±6.87	20.84±2.16
Music group	50	21/29	6.33±7.53	19.57±6.53
Psychological group	50	22/28	6.67±6.87	18.37±2.32
Combined treatment group	50	26/24	6.42±7.27	12.57±8.13

According to the results of Table 1, for the control group without any operation, the curative effect score of sleep disorder patients was 20.84±2.16; for the music therapy group, the curative effect score of sleep disorder patients was 19.57±6.53; for the psychotherapy group, the curative effect score of sleep disorder patients was 18.37±2.32, while for the combined treatment group, the curative effect score of sleep disorder patients was 19.57±6.53, 12.57±8.13. This method can effectively improve the effect of patients with sleep disorders, indicating that music psychological combined therapy can achieve better curative effect.

Conclusions: In this paper, music therapy and psychotherapy were used to treat patients with sleep disorders for a period of 6 months. The experimental results show that this method can effectively improve the sleep quality of patients, and has good clinical effect.

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INTERVENTION EFFECT ANALYSIS OF CLASSICAL MUSIC IN THE TREATMENT OF MENTAL ILLNESS

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Background: Music therapeutics is a new and interdisciplinary subject integrating music, medicine and psychology. It is the application and development of music outside the traditional art appreciation and aesthetic field. Music intervention therapy refers to the use of music based on the theory and method of psychotherapy, physiological and psychological effects. With the participation of music therapists, the patients can experience music experience, eliminate psychological barriers, and recover or improve their physical and mental health. However, in music, classical music is different from popular music and folk music because of its complex and diverse composing techniques and the heavy connotation it can carry. Therefore, we can consider the use of classical music in the treatment of mental illness. Because classical music can give people a powerful form of sensory stimulation and multiple sensory experiences. Music can give people a variety of stimuli, such as auditory stimuli, tactile stimuli, visual stimuli, kinesthetic stimuli, and classical music structure experience can be a long time to attract and maintain people's attention, promote people's attention. Different classical music can make people have different physiological reactions, different music can also cause different emotional reactions. Music can help establish a good relationship between doctors and patients. Music can also serve as an effective medium to help those who withdraw from reality and society to return to the real world and establish contact with the outside world. Most people with mental health problems must first accept themselves correctly before they can

successfully make the right connections to the outside world. Classical music can be a medium for one's self-expression, enriching one's emotions and promoting one's self-growth.

Subjects and methods: In this study, the method of music interventional therapy was accepted type music therapy. It was through listening to music, using music-muscle relaxation training and music-imagination to cause various physiological and psychological experiences.

Study design: Through active and passive relaxation training, the subjects gradually shorten the time of relaxation of musicality muscle after they are familiar with the relaxation essentials so as to enter the relaxation stage in a short period of time. Under the guidance of the therapist, the subjects practiced relaxing and tensing, and the different parts of the body were trained to experience different sensations of relaxation. After repeated practice, the music became a conditioned response to relaxation. Music imagination refers to the free imagination in the background of special music. Guided music imagination refers to the whole process in which the therapist chooses music, sets imaginary scene, and guides and controls musical imagination. Through the method of music imagination to guide people to imagine the beautiful things, the situation, enhance their ability to bear and actively cope with the pressure.

Methods: Randomly selected a psychological hospital 60 subjects, which are voluntary participation. Complete the Symptom Checklist anonymously before the test. The main psychological problems of the subjects included: (1) Stress reaction, which mainly manifested as mild emotional tension, hypersensitivity, fatigue and weakness; and depression, anxiety, and autonomic neurological dysfunction, etc. (2) Adaptation to adverse reactions, mainly manifested in depression, worry, anxiety, etc.; some individuals even have behavioral disorders. After introducing the characteristics of music and the role of music therapy, the subjects were given a Symptom Self-Rating Scale. After completing the questionnaire anonymously, the data were retrieved and analyzed. The effect of music intervention therapy was evaluated by comparing the data before and after music intervention therapy with symptom scale.

Results: Before and after the test, the data of SCL-90 were compared, and the results of SCL-90 were as shown in Table 1. It can be seen that the subjects' comprehensive scores decreased. Thus, the use of classical music songs for music intervention therapy has achieved certain results, can effectively solve the mental health problems of the subjects.

Table 1. Symptom self-rating scale data for subjects before and after testing.

	Mean	*n*	St.Deviation	Std.Error Mean
Score before classical music intervention	68.97	60	25.41	6.25
Score after classical music intervention	59.42	60	28.57	4.68

Conclusions: Music does play an important role in the treatment of modern mental and physical illnesses. Patients with mental illnesses can gain health from classical music and get rid of stress. But music cannot be treated as the main method, it is an auxiliary therapy on the basis of medicine, psychology and cannot exist independently, the three of them are closely related to each other and cannot be separated. Only when the three are better combined can the best effect be achieved, giving everyone a healthy and happy life.

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ROLE OF COLOR PSYCHOLOGY IN ART DESIGN

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Background: Color is regarded as a natural phenomenon from the analysis of natural principles. Its production is the result of the interaction of light, object and vision. In the history of human social development, color brings people a strong visual impact, but also to the hearts of people have a subtle implication, let a person remember. Therefore, the role of color is not only intuitive feelings, but also manifested in the psychological, color can even change people's emotions. Only a profound understanding of the psychological role of color, in order to comprehensively use color to create a more excellent works. Reasonable play to the role of color psychology in the design of art products has a positive impact on stimulating the purchase desire of consumers and increasing the economic efficiency of enterprises. With the wide application of color psychology in various fields of modernization, the information transmitted in the design of art products shows strong attraction, which not only further increases the added value of

products, but also promotes the market competitiveness of products. It is of great practical significance to build brand image and enterprise image.

Objective: Visual plays a very important role in art design, and there is a certain relationship between color, emotion and psychology. This study analyzes the perception, association and symbol of color from the perspective of color psychology, and sums up the basic knowledge of color psychology in depth, so as to have reference value for product design and logo design, and to enrich the theoretical system of color art.

Subjects and methods: Although color is received through the viewer's vision, but the viewer's reception of the vision can cause a full range of perceptual processes, including thinking, memory and speculation. In this process, the basic characteristics of color, cold and warm, and the form of expression of color space will achieve the effect of color art design through the impact on people's psychology. Color association is also Omni-directional, including color association of cold and warm, color association of strong and weak, color association of light and light, color association of gorgeous and simple, color association of light and melancholy, color of excitement and quiet contact and so on.

Study design: Questionnaires and interviews were conducted among people of different occupations and ages. 300 questionnaires were distributed and 276 were retrieved. 30 people were randomly interviewed for one-on-one interview.

Methods: The questionnaire and interview mainly included the initial cognition of different colors and color association, giving a certain color, and the impact of color on the subjects.

Results: People of different ages, genders, occupations, personalities and educational backgrounds have different associations with color, as well as different color preferences, such as men who prefer bold colors and women who prefer soft colors, in line with GREGORY's findings (as Figure 1).
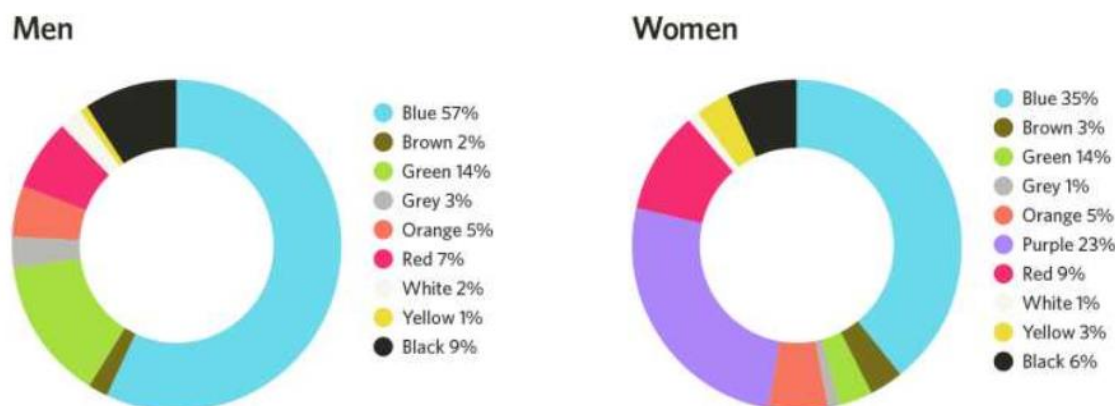
Figure 1. Men's and women's favorite colors (The Psychology of Color in Marketing and Branding, by: GREGORY CIOTTI, 17.5.2016).

The investigation found that the psychological functions of color mainly include:

(1) Associative function. People will think that the same color, gender, age, living environment, quality, professional work and other aspects of different feelings, from this point of view, the role of color is subject to subjective control, but the color itself will have an objective impact. For example, yellow can represent the joy of food harvest, can also represent the loneliness of the leaves withered. Therefore, designers should give full play to the color in the art design of a wide range of associations, to the crowd the feeling of beauty, to expand the design of people's imagination.

(2) Symbolic role. The symbolism of color is slightly different for everyone because of their different personalities, geographical reasons and the educational environment they receive. That is to say, different colors mean different things to each person, region and ethnicity. For example, the tolerance, warmth and kindness of yellow symbolizes Buddhism, while the darkness, despair and mystery of black symbolize hell. Designers should adopt different color combinations according to different situations so as to make people accept and like art and design.

The application of color in art design needs to fully consider the psychological and emotional factors of color. From the perspective of age, children tend to prefer pure colors and warm colors. As they grow older, mixed colors and cool colors should be used more frequently in works of art that represent adults. From the perspective of personality, most people with affectionate and outgoing feelings prefer warm colors with higher purity. Therefore, we can also classify people's personalities into warm colors and cool colors. From the perspective of education, people with higher education prefer quiet colors to dilute the excessive information they receive, and prefer elegance. In addition, gender, region and other factors should be considered in color art design. The close relationship between color psychology and art design can express

artistic tension more accurately and prominently.

Conclusions: It is necessary to emphasize its decorative and expressive characteristics when creating color painting. Color space can be divided into different areas by means of random, cross, repetition and so on. Different color blocks can be formed in different images. When recombining and arranging the color space, the designer can deal with and control it according to the subjective needs, construct different segmentation methods of the color space, and cultivate mature design color psychology.

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BEHAVIOR PSYCHOLOGY AND MOTIVATION OF KOREAN HORROR FILMS

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Background: Horror movies mainly use visual, auditory and psychological stimuli to make the audience feel a kind of horror in the process of watching the movie. It is precisely because of this horrible feeling that it is suitable to attract more audiences. Make it feel stimulating during the viewing process. For horror movies, people will present a psychological and emotional cycle of "tension-elimination of tension-tension" in the process of watching. The horror emotions are the most primitive emotional factors in human emotions and are related to people's biological lives. It is closely related, and it is also a full manifestation of human life and social background. For Korean horror movies, they have gone through different stages in the development process, and there have been many limiting factors, but the overall artistic value orientation and cultural characteristics have won a relatively good reputation. Due to the particularity of its art form, it gradually presented an art form with unique Korean characteristics. Examining the behavioral psychology and motivations of Korean horror movies will provide a better understanding of the types of horror movies and the psychological state of people.

Objective: Psychological horror movies not only draw on the genre elements of various types of movies, but also have their own characteristics. Its type characters are more or less suffering from a certain psychological disorder. The shadow of childhood and external stimuli affect the type of characters. Under the action of these factors, hallucinations and multiple split personalities have become the type elements of these characters. The choice of narrative space for psychological horror movies follows the creative rules of horror movies. The closedness includes the sense of depression produced by physical space and psychological space, and is directly related to the closed mentality of the types of characters shown in psychological horror movies. The research on psychological horror movies only stays at a brief introduction as one of the sub-types of horror movies, and there is no systematic and comprehensive analysis of the development process, artistic characteristics, and creative rules of such movies. Therefore, this study analyzes and studies the behavioral psychology and motivation of Korean horror movies.

Subjects and methods: Adopt interview method, mainly interview 30 people, let the interviewee watch 5-10 Korean horror movies in advance, and interview them for 50~90 minutes, including the characters in the movie, the storyline, the characteristics of character creation, shooting techniques, etc.

Study design: During the interview, the emotions and specific expressions of different interviewees were recorded by means of audio recordings and notes. At the same time, after the interview, a group discussion was adopted to summarize and discuss the aesthetic analysis, creative motivation analysis, plot discussion and film quality evaluation of Korean horror movies.

Methods: Use statistical software to statistically process the respondent's answers to the interview content.

Results: Compared with other countries' film formats, Korean horror movies will have a brand new feeling during the viewing process. At the same time, they can also make people experience the fun of watching the movie and sublimate the potential warmth. There are many similarities between the basic genres of Korean horror films and the development of films. The problems and achievements in the development process are common. For example, some Korean horror films will continue to pursue maximization of profits during the creative process, and pay attention to the basic form of appearance, resulting in the continuous neglect of artistic forms and content creation. Moreover, at the same time as the social and economic development, many film creators only realized the commercial value of the film, so mass-produced botched films appeared. However, their duration was relatively short. The emergence of these phenomena is very important to the Korean horror film industry. The development of the country has caused constraints. Therefore, in the development of Korean horror movies at this stage, the quality of the

movies should be gradually improved, better coordination and innovation should be carried out, laying a good foundation for the creation and development of the horror movie industry, and gradually promoting the comprehensive development of Korean horror movies.

Counting the content of interviews with different interviewers, the results of how different interviewers evaluate the characteristics of horror movies and why they like to watch Korean horror movies are shown in Table 1.

Table 1. Specific statistical results.

Features and reasons	Number of people	Proportion/%
Bizarre plot	20	66.67
Sensational murder story	9	30
Reveals the darkness and ugliness of human nature	15	50
Story development	22	73.33

Conclusions: As a country with relatively strong artistic tolerance, South Korea's horror film creation has gradually become a unique art form, which is of great research value. Through the analysis of the expression of Korean horror films, Korean films mainly show beautiful images and relaxing artistic rhythms; through the analysis of the creation of Korean films, one can understand the national artistic characteristics and the basic psychological needs of the public. In the process of the creation and development of Korean horror movies, in order to gain recognition from more people, it is necessary to have a more comprehensive understanding of culture so that the advantages of Korean aesthetics can be fully displayed. It enables Korean horror movies to be full of interesting elements while creating, so that the quality of the film is effectively improved, and it lays a good foundation for the innovation and development of the Korean horror movie industry.

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INNOVATION AND IMPROVEMENT PATH OF CULTURAL SOFT POWER FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Positive psychology holds that positive psychology is the inner driving force for human survival and development. It pays attention to cultivating and mobilizing the positive force in human nature. At present, the study of positive psychology mainly focuses on positive experience, positive personality and positive organizational system, in which positive experience refers to the emotional experience of satisfaction with the past, happiness with the present and hope for the future; positive personality mainly refers to optimism, self-determinism, positive quality, creativity, persistence and virtue; and positive organizational system mainly refers to the environmental conditions that affect the happiness, development and realization of talent of human beings.

Cultural soft power is an important concept widely concerned in recent years. This concept emphasizes that a country's comprehensive national strength includes not only "hard power" such as economy, science and technology, and military, but also "soft power" such as culture, education, ideology, political values, and national quality. Nowadays, culture is becoming more and more an important source of national cohesion and creativity, and an important factor in the competition of comprehensive national strength. If any nation or country wants to win the initiative in the fierce international competition, it must strengthen its economic strength, scientific and technological strength and military strength as well as cultural soft power. Enhancing the soft power of national culture is a systematic project and a long-term task.

Objective: National cultural soft power is composed of cultural value attraction, cultural knowledge productivity, cultural system guidance and cultural industry competitiveness. Positive psychology can mobilize people's enthusiasm according to their personality and psychological state, promote people to change, and promote the promotion of national cultural soft power. Therefore, from the perspective of positive psychology, it is of practical significance to analyze the path of innovation in upgrading national cultural soft power.

Subjects and methods: Because the evaluation index of national cultural soft power is too complicated, this paper takes an enterprise as an example to discuss the effect of positive psychology on the promotion of

corporate cultural soft power. In fact, enterprise staff occupy a large proportion of the population of each country. If the cultural soft power of enterprise staff is improved, the national cultural soft power will also be improved to a certain extent.

Study design: A total of 300 employees from 20 enterprises in a city were randomly divided into two groups. There was almost no difference in personality, achievement, gender and initial cultural soft power between the two groups. Two groups of enterprises were respectively corresponding to the observation group and the control group. The observation group considered positive psychology and guided students in the view of positive psychology. The control group only carried out ordinary operation.

In the observation group, the positive psychological guidance is mainly provided in the form of happiness classes, positive environment and self-help activities, including the topics of how to obtain happiness, healthy body and mind, satisfaction, sense of humor, sense of achievement and eternal friendship, etc., and the positive quality of enterprise employees is closely centered, and the active intervention of enterprise system is transformed into the daily behavior of employees through theoretical guidance and practical training, extending from enterprise work and life experiments to daily practice, so as to cultivate employees' positive feelings such as happiness, self-confidence, love, optimism and resilience. From the aspects of organization management, mechanism construction, atmosphere creation, resource supply and so on, a three-dimensional model of soft power cultivation is established.

Methods: After one month, the cultural soft power differences between the two groups were compared. Cultural soft power, cultural value attraction, cultural knowledge productivity, cultural system guidance and cultural industry competitiveness were used as indicators to compare the status of cultural soft power of different groups.

Results: The average values of specific cultural soft power evaluation results are shown in Table 1. The cultural soft power of the observation group is significantly higher than that of the control group, and the evaluation values of the other 4 indicators are also higher than that of the control group.

Table 1. Results of cultural soft power assessments for different groups.

Groups	Cultural soft power	Attraction of cultural value	Cultural knowledge productivity	Cultural system guiding force	Competitiveness of cultural industry
Observation group	2.18	3.06	2.09	1.67	2.45
Control group	2.03	1.79	1.64	1.23	0.91

Conclusions: Cultural soft power is an important concept that has received much attention in recent years. This concept emphasizes that a country's comprehensive national strength includes not only "hard power" such as economy, science and technology, and military, but also "soft power" such as culture, education, ideology, political values, and national quality. In order to improve national cultural soft power, we can focus on the following aspects: developing cultural productivity. To promote our cultural soft power, we must break through the bondage of those inappropriate cultural concepts, vigorously promote the reform of cultural system and develop cultural productivity. Strengthen leadership, improve the scientific level of promoting cultural reform and development; build a public cultural service system; build an excellent traditional cultural inheritance system; pay attention to the development of cultural productivity; promote the national culture to the world; pay attention to cultural communication, innovate ways and means of external publicity, and build a humanistic exchange mechanism.

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IMPLIED MENTALITY AND EMOTION OF DIFFERENT POLITE EXPRESSIONS IN JAPANESE LITERATURE

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Background: In Japanese literary works, literary creation is closely related to psychological activities.

Due to the diversity of expressions of Japanese polite language, both the identities and scenes of the two parties in the dialogue will change, so it is possible to distinguish the different levels of relationships and psychological states of the characters, thereby reflecting the psychology of the characters. According to the different conversation objects, the polite language in Japanese can be divided into simplified expressions and respectful expressions. For people who are relatively close or familiar, it is usually expressed in simplified form. This kind of polite language reflects the closeness and harmony between speakers. When the two parties in the conversation are not familiar enough or the elders and superiors are in a relatively high position, use respectful expressions. This expression reflects the emotional gap or distance in the speaker's psychology.

In Japanese literature, the different polite language used according to different contexts and conversation objects reflects the implicit psychological and emotional state. In general, in literary works, in order to more clearly distinguish the social background or identity of the characters in the book, the author will use the process of the protagonist to start a dialogue with different dialogue objects, and use different modes of honorific expressions to distinguish them so that the plot is explosive. development of. In addition to this explosive conflict, some subtle changes in honorific verbs can also effectively highlight the conflicts in the characters' hearts.

The purpose of this research is to explore the context in which different polite expressions are used in Japanese literature, so as to analyze the inner psychological characteristics and changing processes of the characters.

Subjects and methods: The use of respectful words in Japanese literature is mainly used to elevate the other person, and often shows the speaker's own respect for the person who speaks. Modest language is used to lower oneself or describe one's own action state and behavior and a modest description of one's own family members. Solemn words often show that the speaker is neither humble nor overbearing, and the subjective distance emotion of mutual respect. For this reason, the research objects of this article are five Japanese literary works. In each work, three chapters of text are randomly selected to analyze the number of times of respect, modest, and solemn words, the status relationship between the speakers and the inner emotional state of the two speakers.

Study design: The use of polite language in Japanese literature plays a vital role in expressing the psychological state of the characters. Characterization in Japanese literature is often applied to many dialogue expressions. The use of honorifics in dialogues often contains a wealth of emotional fluctuations in the characters' hearts. Analyzing the implicit emotions contained in honorifics in Japanese literature is of great help to further understanding the content and thoughts that Japanese literature wants to convey. To this end, this article randomly selects a total of 15 chapters from 5 literary works and analyzes the dialogue language of the characters.

Methods: Through the quantitative analysis of polite language in Japanese literary works, and statistical data to realize the analysis of the inner emotions expressed by polite language in Japanese literature. In this process, SPSS is used for data analysis. Finally, the data is displayed in the form of a table.

Results: In order to understand the psychological changes of the characters expressed by the polite language in Japanese literature, a total of 150 three types of polite terms were selected from 15 chapters, and 50 sample dialogues for each type of polite terms were selected to analyze the different polite terms in different context Expressed emotional conflicts, deepening emotions, sad atmosphere and feelings of doubt. The specific data is shown in Table 1.

Table 1. The psychological state of the characters expressed in various polite terms in Japanese literature.

Character mental state	Respectful words (frequency)	Modest words (frequency)	Solemn words (frequency)
Respect	23	2	16
Modest	0	21	2
Dissatisfied	2	19	18
Struggle	4	2	3
Renounce	6	1	0
Question	15	5	11
Total	50	50	50

It can be seen from Table 1 that in addition to the psychological states of respect and humility expressed by the characters in respectful language, humility and humility itself, there are also some hidden emotions that highlight the emotional conflict of the work, such as struggle, abandonment and questioning. The gradual change from the early address of solemnity to respectful expression expresses the process of

mastering the emotional changes of the characters in the story. In the description of literary dialogue, a formal atmosphere is first created through the use of a large number of respectful words. In contrast between the context and the context, the respectful words can show the character's inner struggle, renunciation, and abandonment in this sad atmosphere. Calm and other feelings. In addition, if there is a close relationship between two characters, but there is a gap between the two due to the promotion of the storyline, the language description at this time will often use many respectful and solemn words. At the same time, it expresses a kind of conflicting thoughts and emotions through contradictory names. For example, the use of solemn language in a scene where respectful language should be used will widen the distance between the two parties in the conversation. Combining the development of the story, it can be understood that the subject of the talk is dissatisfied with the speaker to a certain extent.

Conclusions: The use of honorifics has more prominent characteristics in Japanese literature. With the help of the expressions of respect in different scenes of dialogue, it is very vivid to show the respect, humility, dissatisfaction, abandonment, questioning, sadness and calmness of the characters in different scenes. And so on implicit emotions. Not only greatly highlights the character's sense of hierarchy, but also shows more vivid changes in the characters' hearts.

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RELATIONSHIP BETWEEN WORKPLACE STRESS AND JOB BURNOUT: THE MODERATING ROLE OF PSYCHOLOGICAL CAPITAL

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Background: Job burnout is used to describe the emotional and physical exhaustion of workers when they face excessive work demands. With the increasingly fierce social competition, higher and higher work requirements, and increasing work pressure, job burnout has received extensive attention and attention from all walks of life. Research involves various work groups and has become a hot topic in disciplines such as psychology, management, and organizational behavior.

The work pressure of modern people is increasing, and the resulting job burnout has adversely affected the personal physical and mental health of employees and the overall performance of the organization. Therefore, how to reduce job burnout has become an urgent problem for organizations. Work stress and job burnout are inextricably linked. However, in the face of the same environment and pressure, some staff have experienced job burnout, and many staff are full of enthusiasm, high morale, optimistic and active in their posts, conscientious and conscientious. Such employees finally won wide acclaim from the company and the leaders. Therefore, exploring the relationship between workplace pressure and job burnout is essential to alleviate the work pressure of the staff and avoid the phenomenon of job burnout, and examining the regulating effect of psychological capital can provide a certain reference and application reference for avoiding job burnout.

Objective: Work requirements and pressure will consume the valuable resources of the individual, and ultimately lead to the negative results of the pressure. If the individual has sufficient personal resources to alleviate and make up for this loss, it is possible to prevent the occurrence of negative results. Therefore, discuss the relationship between work stress, psychological capital and job burnout and the mechanism of psychological capital between work stress and job burnout; discuss the influence of internal and external factors on staff job burnout. According to the research results, it provides staff with a direction for self-adjustment and improvement, and also provides effective guidance and suggestions for corporate management education.

Subjects and methods: 500 questionnaires were issued in an enterprise. The content of the questionnaire consisted of two parts. The first part is the basic information of the survey object, including gender, marital status, age, education background, working years, job title, job level, and the nature of the unit of the survey object. The second part is divided into three scales: Work Stress Scale, Psychological Capital Scale, and Job Burnout Scale.

Study design: Take the form of on-site questionnaires. Conduct an overall sample survey on the employees of the surveyed companies, and uniformly distribute the work stress scale, the psychological capital scale and the job burnout questionnaire. The on-site questionnaire surveyors are uniformly trained. Before the test, the surveyors will have a unified instruction to explain the purpose and significance of the survey to the participants, as well as the requirements and precautions for filling in the questionnaire. All questionnaires were retrieved on the spot.

The work stress questionnaire includes four dimensions of work load, interpersonal relationships, career development, and work-family balance. The answers to the question items are scored according to "completely non-conforming", "relatively non-conforming", "somewhat conforming", "comparatively conforming", and "completely conforming". The higher the score, the greater the degree of work pressure.

The psychological capital questionnaire consists of 26 questions, divided into four factors: self-efficacy, resilience, optimism, and hope. Among them, there are 7 items each for self-efficacy and resilience factor, and 6 items each for optimism and hope factor. From "strongly disagree", "more disagree", "uncertain", "more agree", "strongly agree", assign a value of 1 to 5.

Job burnout includes three dimensions: emotional exhaustion, cynicism, and low job efficacy. In the score, 1 means "rarely", 2 means "occasionally", 3 means "sometimes", 4 means "often", and 5 means "always".

Methods: Statistical software such as SPSS17.0 is used to conduct statistical analysis on the data collected in the questionnaire, and to investigate and analyze the work pressure, psychological capital and job burnout of employees.

Results: The results of the mean and standard deviation of each main variable are shown in Table 1. Except for career development and low work efficiency, the various dimensions of work stress are significantly positively correlated with each dimension of job burnout. The greater the pressure, the higher the degree of burnout. Psychological capital has a significant negative correlation with all dimensions of job burnout. The higher the psychological capital, the lower the degree of burnout.

Table 1. Descriptive statistics and related analysis of each variable.

Factor	Average	Standard deviation
Workload	2.68	1.189
Interpersonal relationship	2.68	1.204
Career Development	3.32	1.484
Work-family balance	2.29	1.135
Psychological capital	4.13	0.498
Emotional exhaustion	3.01	1.057
Cynical	2.46	1.154
Low work efficiency	2.13	1.194

Conclusions: To effectively reduce the work burnout of employees, the psychological capital of employees should be improved while reducing the work pressure of employees. Psychological capital is relatively stable for individuals, and companies can increase their mental capital by improving their resilience and self-efficacy, thereby reducing their job burnout.

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INFLUENCE OF PRESCHOOL TEACHER'S BEHAVIOR ON CHILDREN'S PSYCHOLOGY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The hope of revitalizing the nation lies in education, and the hope of revitalizing education lies in teachers. Preschool teachers are the main teachers of kindergarten education. Preschool teachers' teaching behavior has a great influence on children's psychology. Positive and positive behaviors in preschool teachers' educational and teaching behaviors will have a good guiding effect on preschool children, and some "psychic violence" phenomena will cause great harm to children's psychology. Its root lies in the teachers themselves, teachers in the process of teaching and child-rearing in the existence of their own "psychological barriers". These correct ideas are an important reason.

Teachers in kindergartens are the first teachers on the way to children's growth, so their mental health is crucial. Through practical exploration and thinking, we find that in the process of teachers' training, we can use the way of educational psychology to explore teachers' "psychological barriers" and guide them. By paying attention to kindergarten teachers' mental health in the process of their daily teaching behavior, kindergarten teachers' mental quality and behavior can be improved.

Objective: In the process of children's development, kindergarten teachers' behavior has a profound impact on children. From mental health to social behavior to character formation, it has a profound impact on children's lives, and its importance is no less than that of their parents and playmates. With the development of education, educational psychology has been widely used in teaching teachers' behavior. It requires teachers to think about how children develop and learn, to encourage teachers to encourage and reward children, and to treat children with a positive and optimistic attitude and a careful and patient way.

Subjects and methods: The research and study of educational psychology is helpful to establish a scientific and reasonable view of early childhood development and education, and helps educators to develop early childhood education. Based on the kindergarten teacher's behavior has a profound impact on children's psychology, this paper mainly shows the encouragement, reward, corporal punishment, insult personality four behaviors on children's speech communication ability, learning ability, personality characteristic aspects. Random selection of kindergarten parents in our city, as the object of study, to distribute questionnaires to children, statistics in the kindergarten during school, kindergarten teachers of different behaviors to children.

Study design: Random survey interviewed 300 parents of young children, to give them a questionnaire, asked to complete the questionnaire once. Each person had to fill in the questionnaire for about 10 to 15 minutes. A total of 300 copies were distributed, 289 were recovered and 274 were effective.

Methods: Using Excel statistics kindergarten teachers and children in the process of communication, the impact of different behavior patterns on children.

Results: Teachers' positive treatment of children's behavior will improve children's ability to deal with themselves, and negative treatment will have a great impact on children's psychological and physiological aspects.

In this survey, the influence values of specific quantitative factors of grades 0-4 are used, with 0 indicating no increase, 1 indicating a slight increase, 2 indicating a general increase, 3 indicating an obvious increase, and 4 indicating a full increase. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 300 parents are adopted and the average number is rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Perceptions of different behaviors of preschool teachers.

Behavior	Encourage	Rewards	Corporal punishment	Insult personality
Verbal communication	4	3	0	0
Learning ability	3	4	0	0
Character trait	4	3	0	0

Conclusions: Preschool teachers show love, respect and understanding to children in their study and life. Especially for children who have made mistakes or bad grades, preschool teachers should pay more attention to their own words, eyes and actions in the process of getting along with children, and show sincere love to children in subtle ways. If, due to improper handling of the teacher-child relationship, children develop such negative attitudes as melancholy, indifference, loneliness, weariness of learning, lack of self-esteem and self-confidence, preschool teachers must carefully analyze the causes of their negative attitudes, and when necessary, seek the help of parents, teachers with classes and other children to timely prescribe medicine. Through educational psychology, we can help preschool teachers to cultivate healthy psychology and educational behavior, strengthen the educational function of kindergarten, enhance the image of preschool teachers, strengthen the personality influence of preschool teachers, and better promote the development of preschool.

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AN EMPIRICAL RESEARCH ON THE INFLUENCE OF MENTAL HEALTH EDUCATION ON THE CULTIVATION OF LIFE VALUE

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Background: Psychology is the active reflection of subjective to objective, and it is directly affected by factors such as life values. Behind the psychological problems of college students lies the confusion of the values of life. The relationship between the values of life and mental health of college students needs to be studied in depth. To understand the standards of college students' mental health, we should pay attention to the following three aspects; one is the relativity of standards. There is no obvious boundary between mental health and unhealthy of college students, but a continuous process. The second is the overall coordination. To grasp the standards of college students' mental health, we should investigate their internal and external relations based on their psychological activities and strive for overall coordination. The third is the development of psychology. Some psychological problems are unavoidable developmental problems that people encounter in their growth and development. With the continuous growth of individual psychology, they will gradually adjust and become healthy.

Facing the complicated domestic and international environment, college students' values have been subjected to fierce collisions in the multicultural communication and dissemination. Because their minds are not yet mature and their values have not been finalized, they are prone to psychological conflicts and imbalances. Cultivating the core socialist values of college students and improving the mental health of college students are both important contents of current ideological and political education in colleges and universities. Values affect people's thinking and behavior, and thus affect their mental health, but the current socialist core values of college students and college students' mental health the empirical research is very scarce. The process of forming the quality of college students is a process of being educated, but whether the information of education is accepted and absorbed depends on the choice of the college students themselves. Life values are an important basis and standard for college students to choose educational information.

Objective: From the perspective of improving the degree of recognition and practice of the socialist core values of college students, explore ways to improve the level of college students' mental health, and study the impact of college students' mental health education on the cultivation of their life values.

Subjects and methods: This study uses the College Students' Value Scale and Mental Health Self-Rating Scale (SCL-90) as research tools to test 500 college students in a city, and use the social science statistical software SPSS20.0 to check the questionnaire the collected data are analyzed and processed, and each evaluation item adopts a 5-level scoring system according to the severity: 1 is asymptomatic, 2 is mild, 3 is moderate, 4 is severe, and 5 is severe. Discuss the main characteristics of college students' life values and mental health and the relationship between them, in order to understand the impact of college students' mental health education on the cultivation of their life values.

Study design: Take 500 college students as a sample, their age is between 17-25 years old. A total of 500 questionnaires were distributed in this survey, and 487 valid questionnaires were returned, with an effective response rate of 97.4%. When selecting samples, we strive to achieve a balance between the categories of liberal arts, sciences and sciences, genders of men and women, and subjects of each grade, so as to increase the representativeness of the sample.

Methods: The survey of this research adopts an anonymous method to implement group assessment. Before the assessment, formulate standard instruction, give necessary explanations to the subjects, and obtain their informed consent, and let the subjects fill out the form independently according to their actual situation. The questionnaire is completed in 30-40 minutes on average. After the questionnaire is completed, it will be collected on the spot. Use the social science statistical software SPSS20.0 to analyze and process the data collected in the questionnaire, and compare the results of different questionnaires of college students.

Results: Comparing the statistical results of related factors of college students' mental health status and personal values of life, the data results obtained are shown in Table 1 and Table 2.

It can be seen from Table 1 that there are some students with psychological problems in the mental health of college students. This reflects that among the college students, the psychological quality of students is poor, and psychological problems are more common. Colleges and the society need to pay certain attention to it. Carry out and improve the mental health education of college students.

College students are more inclined to self-discipline as qualified citizens, and their civic awareness is relatively strong. This may be related to the group to which the college students themselves belong. College students receive higher education and belong to a higher education group. They pay more attention to the country and the collective, and their civic and collective consciousness are stronger. The factor score of

marriage and family orientation is relatively low. This shows that college students pay relatively little attention to marriage and family. This may be related to the current tasks of college students. College students are currently studying at school, and learning is their main task. College students devote more energy and time to learning.

Table 1. Statistical Table of Mental Health Status of College Students.

Factor	Number of people	Proportion/%
Depression	48	9.86
hostility	46	9.45
Paranoid	49	10.06
anxiety	53	10.88
terror	61	12.53

Table 2. Statistical Results of Value Factors of College Students.

Factor	Average	Standard deviation
Money material orientation	3.19	0.73
Self-cultivation orientation	4.13	0.86
Work achievement orientation	3.77	0.67
Marriage and Family Orientation	3.69	0.52
Friendship and love orientation	3.80	0.76
Contributing country orientation	4.04	0.78

Conclusions: In order to strengthen the pertinence of mental health education for college students, we should adhere to the mainstream value orientation of socialist collectivism: comprehensively improve the quality of mental health education and counseling teachers; grasp the main content of life values education from the perspective of mental health education and counseling, Choose scientific counseling methods; strengthen the education of life values in career development planning counseling; form a joint force of society, school, and family to create a good atmosphere for the cultivation of correct life values of college students; strengthen the theory and theory of the impact of college students' life values on mental health Empirical Research.

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INNOVATION AND PRACTICE OF UNIVERSITY SCIENTIFIC RESEARCH MANAGEMENT IN THE NEW ERA UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is based on the individual's psychological structure and psychological process as the research object, which explores the information processing process of human cognition. When people are regarded as the information processing system, it reveals the internal psychological mechanism of information processing in the human cognition process, namely The research scope of information acquisition, storage, processing, extraction and application, according to human cognitive processes, includes mental processes such as perception, attention, presentation, memory, thinking, speech, reasoning, and problem solving. Cognitive psychology is applied to scientific research management in colleges and universities to solve the problems of lack of integrity in scientific research, poor initiative, low comprehensive quality and business level, and backward management mode of scientific research personnel in colleges and universities.

First of all, in view of the problems in scientific research management in colleges and universities, we can conduct research based on human-oriented thinking in cognitive psychology, and find the main reason for the lack of integrity from the perspective of individual thinking. Due to the large variety, large number and heavy tasks of scientific research projects undertaken and participated in by universities and colleges,

scientific research managers need to invest a lot of time and energy to carry out project declaration, mid-term inspections, final acceptance and other whole-chain tasks. Scientific research managers are limited to complicated tasks. Transactional work cannot achieve meticulous project management. In this process, the mental state of scientific researchers is relatively impetuous, the enthusiasm and initiative of academic research are poor, and they are unwilling to take the initiative to improve their personal comprehensive quality and professional level. By analyzing the cognitive psychology of scientific researchers on scientific research projects, the values of scientific researchers can be effectively changed from the root, so as to enhance the effect of scientific research management in universities.

Objective: In recent years, my country's scientific research integrity construction work has achieved remarkable results, but there are still insufficient attention to scientific research integrity, frequent retractions of international academic journals, impetuous research style and even fraud, and false budgets for scientific research funding. , Failure to implement the budget and reasonably adjust the budget, provide false financial vouchers, deliberately take, embezzle, transfer special funds, etc. For this reason, this paper proposes to study the cognitive psychology of scientific research personnel in universities and colleges, in order to effectively change the scientific research concepts of university researchers.

Subjects and methods: This paper uses the form of questionnaire survey to investigate and count the cognitive psychology of scientific research personnel in universities and colleges. The research objects are 60 researchers from a certain university. In order to ensure the validity of the survey results, the research objects are randomly selected.

Study design: Random sampling was conducted in a university, and 60 teachers with scientific research projects were selected, and the questionnaires prepared in advance were used to investigate them. The questions in the questionnaires can be divided into three dimensions. Mental state, the purpose of scientific research. Collect the results of the questionnaire survey and analyze them.

Methods: The results of the questionnaire survey were quantified and input into SPSS statistical analysis software for analysis, and specific test results were obtained.
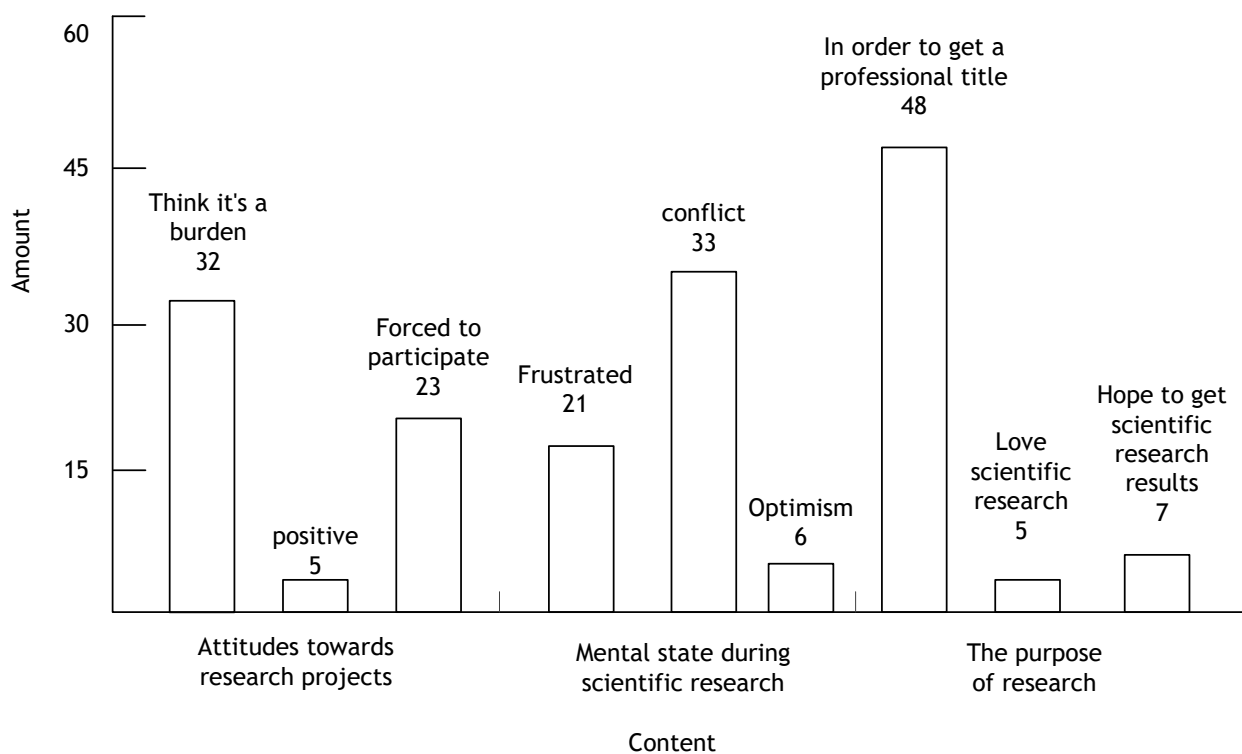
Figure 1. Data results.

Results: According to the data in Figure 1, most teachers believe that scientific research projects are a burden, and their attitudes towards scientific research projects are relatively negative. Most of them are forced to participate, which leads to negative and resistive psychology among researchers when conducting research. The main reason is that the purpose of its scientific research is incorrect. The main purpose of most teachers engaged in scientific research projects is to rank or promote professional titles, which leads to the fact that most teachers who are not really for the development of scientific research are mixed into scientific research projects. Eventually a series of problems appeared in the management of scientific

research projects. According to the survey results, only a small part of the current scientific research team of teachers conduct research in order to obtain good scientific research results, which requires university scientific research management personnel to promptly correct the scientific research cognition of scientific research personnel.

Conclusions: The research results show that a large number of scientific research personnel in the current university scientific research team have scientific research attitudes and misconceptions, which makes scientific research management more difficult. For this reason, university scientific research managers need to take measures to change their scientific research cognition.

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ROLE OF POSITIVE PSYCHOLOGY IN THE ADJUSTMENT OF EMPLOYMENT PRESSURE OF STUDENTS MAJORING IN ECONOMIC MANAGEMENT

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Background: Economic management major employment direction mainly includes finance, insurance, tax, international trade, business, investment, etc. after graduation, you can go to an insurance company, do marketing, do business assistant, etc. But the pressure faced by the students of economic management is increasing gradually. The negative emotions such as anxiety, tension, depression, worry, depression, depression, hesitation, loss, and loss of mind are constantly disturbing the college students' original calm and beautiful university life. If these pressures and negative emotions cannot be alleviated and regulated in time and continue for a long time, it will undoubtedly be the boosting factor of psychological problems or obstacles for college students. In this way, the psychological endurance of college students is reduced and they can't bear the heavy burden. There may be insomnia, confusion, confusion, emotional ups and downs and other psychological problems, and even anxiety, inferiority complex, depression, interpersonal tension, autism, dependence and other psychological diseases, which makes it difficult for college students to successfully pass the critical period of employment, Unable to successfully complete the role transition from school to social work. This not only hinders the harmony and stability of the campus, for the society, but also a great loss of youth's contribution to social development. For individual students, psychological distress affects their physical and mental development. Therefore, it is urgent to carry out psychological health education for college students, such as personality optimization, stress relief, emotional management, frustration training, psychological quality improvement.

Objective: Positive psychology belongs to a new science, which mainly refers to the study of traditional psychology from a positive perspective, and forms a corresponding field. Compared with negative psychology, positive psychology mainly arouses people's positive behavior through environmental design and behavior design, so as to achieve the purpose of relieving psychological pressure. University is an important stage in life. In this process, students will form their own world outlook and develop their own personality. However, in this stage, students will also face a series of important problems such as study, life, love and employment. However, due to the lack of experience and self-control ability of College Students at present, when these problems are not well handled, there will be greater pressure. Positive psychology guides students to face psychological pressure reasonably by paying attention to people's inner positive quality, so as to achieve the purpose of physical and mental health.

Subjects and methods: Three hundred junior or senior students from four universities in a city were randomly selected, all of them majored in economic management. They were randomly divided into observation group and control group. The age of the students ranged from 21 to 24, and the ratio of male to female was close to 1:1. The observation group needs to learn the interpretation of the basic meaning of mental health, college students how to adapt to the environment, self-awareness confirmation, interpersonal skills, college students' love psychology, how to shape a good personality, emotional management, understanding of pressure, how to face psychological crisis, cherish life, interview psychological guidance and other courses. Students are required to participate in the group psychological counseling practice course corresponding to the theoretical course, so that each student can really improve the ability to cope with the situation and emotion management ability in the group practice, relieve the anxiety, tension and pressure in the face of employment with the group activities, and learn to adjust their

own state at the same time. The training time of the whole course is one month.

Study design: In the form of questionnaire, the students are required to answer anonymously. The psychological pressure of the students is tested before and after the course. The test content includes two categories, one is personal pressure, the other is social environment pressure. The 5-point rating is adopted. The higher the score on the questionnaire, the greater the psychological pressure they feel.

Methods: SPSS20.0 software was used for statistical data analysis.

Results: Compare and test the pressure psychological performance of the observation group and the control group before and after the experiment, and the statistical table is shown in Table 1.

Table 1. Stress psychological status of college students.

	The observation group (*M ± SD*)	The control group (*M ± SD*)
Before the experiment	3.57±1.32	3.62±1.43
After the experiment	1.49±0.34	3.16±0.85

It can be seen from Table 1 that after a certain period of curriculum education, the psychological pressure of the students in the observation group has been significantly improved, while that of the control group has hardly changed. It shows that the designed course can improve the students' psychological state to some extent. This shows that the positive psychological curriculum intervention is effective for the college students who are facing the employment evaluation situation, whether in the way of coping with the pressure or in the good shaping of personality characteristics.

Conclusions: In the current college life, due to learning, emotion, employment and interpersonal communication, students will have a certain psychological pressure, which is not conducive to their physical and mental health. At the same time, because of the limited professional content, the economic management major has limited employment objects. In view of this situation, we can use positive psychology to guide the students' positive behavior, and through creating positive learning atmosphere and surrounding atmosphere, students can feel positive learning and living conditions, adjust their emotions in time, and achieve the purpose of relieving psychological pressure of choosing jobs.

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EMPLOYMENT OF THE DISABLED AND ITS INFLUENCING FACTORS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology refers to the study of individual and group psychology and behavior in the social interaction and changes. Social psychology discusses interpersonal relationship at individual level and social group level. Employment psychology refers to the general psychological characteristics of the disabled in the process of career preparation and employment. Only with healthy employment psychology can we correctly evaluate ourselves and improve the success rate of employment. But in real life, there are many problems in the employment psychology of the disabled. The disabled have high self-esteem, low self-esteem and over sensitivity. Due to the physical defects and some people's discrimination against the disabled in society, most of the disabled have different degrees of psychological problems, often showing pessimistic and negative emotions; There are also some disabled people who lack a correct understanding of themselves and the current employment situation, resulting in a great contrast between the employment expectation and reality, and the psychology of disappointment, depression and even withdrawal; In the communication and cooperation with the healthy people, most disabled people are afraid to get along with the healthy people, and their inferiority is obvious.

Employment is an important way for the disabled to realize their own value and improve their social status. To solve the problem of the disabled reasonably is an important part of building a harmonious socialist society. As an important prerequisite and foundation for the disabled to participate in and return

to society, employment has become a hot and difficult issue for the government and all sectors of society. When dealing with the disabled in the vulnerable groups, we should not only sympathize with and pay attention to them, but also change their way of life, respect and provide opportunities to support themselves and realize their equal rights and interests.

Objective: One of the important reasons for the employment difficulties of the disabled is the lack of Employability Development. At present, there are some problems in the development of the employability of the disabled in China, such as neglecting the psychological guidance of employment, lack of attention to the potential of the disabled, lack of barrier free environment construction, and inadequate matching of assistive devices. Therefore, it is of great practical significance to study the employment of disabled people and its influencing factors in the social psychology.

Subjects and methods: This paper analyzes the current employment situation of the disabled by using the sample survey data of the disabled, and finds out the main reasons for the employment of the disabled by using the principal component analysis method. Finally, it puts forward some policy suggestions to promote the employment of the disabled in China.

Results: According to the survey and analysis, the employment situation of the disabled with different levels of disability is shown in Table 1.

Table 1. Employment situation of disabled people with different levels of disability.

Disability level	Level 1	Level 2	Level 3	Level 4	Unknown
Total	47562	101003	172132	373598	27652

The number of people with disabilities in level 4, which has the least impact on the body, is significantly more than that in other disability levels. It can be seen that the degree of disability has a great impact on the employment of the disabled. Relatively speaking, people with less disability have more employment opportunities and success rate, and vice versa. Generally speaking, on the one hand, because of some types of disability, such as mental disability and intellectual disability, a large part of these people can not engage in productive labor, especially multiple disabilities, almost all of them have lost their ability to work, which has a greater impact on employment. On the other hand, it may be due to the backward training of employment related skills. Common training, such as massage, acupuncture, accounting, repair and so on, are suitable for those with physical disability, visual disability and hearing disability. However, training for intellectual disability and multiple disabilities is rare, which also leads to the imbalance of employment.

The specific reasons why the disabled cannot achieve employment are shown in Table 2.

Table 2. Reasons for disabled people's inability to obtain employment.

Reason	Lack of skills	Lack of funds	Incapacity to work	No employment intention	Land lost in rural areas
Number of unemployed	400998	207165	185362	90548	10398

It can be seen from Table 2 that the number of people who are not employed due to lack of skills accounts for about half of the total number of unemployed disabled people. It can be seen that the impact of skills on the employment of disabled people is great. It can be confirmed that vocational skills training for the disabled is very helpful to help them achieve employment.

Conclusions: From the perspective of social psychology, only when we understand the employment psychological problems of the disabled can we have targeted counseling. In order to develop the professional ability of the disabled, it is necessary to conduct psychological evaluation on the disabled regularly, establish mental health data, collect the mental health data of the disabled through observation, interview, questionnaire and other ways, and sort out the data to understand the problems existing in the employment psychology of the disabled. The disabled with employment psychological problems are targeted guidance and records shall be made. In the process of guidance, dynamic evaluation should be carried out at any time, and the guidance scheme should be adjusted at any time. Through the psychological evaluation and targeted guidance for the disabled, the disabled can dare to compete with their competitors with their own strength, gain rights and status in the competition, and achieve self-improvement and self-reliance; We should adjust our psychological state in time, avoid pessimism and despair due to temporary employment difficulties and setbacks, learn to sum up experience in setbacks, exercise willpower, and improve self-confidence in employment.

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INFLUENCE OF PSYCHOLOGICAL FACTORS ON ENGLISH TEACHING FOR COLLEGE STUDENTS

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Background: It has been reported that 30%-40% of college students have the tendency of mental disorder, and 10% of them are more serious. It has also been reported that the incidence of psychological disorders among college students is 20.23%. It can be seen that mental health problems have affected the normal study and life of college students. Therefore, it is very urgent to find out the main factors affecting mental health and prevent the occurrence and development of mental diseases in time. For a long time, the traditional teaching pays too much attention to the intelligence factors, such as the enrollment rate and score to measure the teaching quality, and ignores the psychological factors (such as interests and hobbies, emotions and emotions), and other non intelligence factors. In the process of modern education, it is of positive significance to explore the influence of psychology on subject teaching. With the continuous development of teaching ideas, language teaching is not limited to the dissemination of knowledge. In traditional teaching, students' learning activity is a kind of self-discipline learning, which is only around the teacher's classroom behavior. However, in modern society, it is limited to improve learners' group level only by self-discipline, which requires English teachers to re-examine their roles, mobilize students' learning consciousness, and fully stimulate students' spontaneity in teaching activities. This determines the multiple identities of English teachers in teaching activities.

Objective: In order to achieve efficient high school English teaching, educational psychology should be well applied, so as to fully grasp the psychological state of students, provide help for teaching activities, facilitate the application of effective teaching strategies, enhance the enthusiasm of students to actively participate in classroom teaching, and cultivate students' creative thinking.

Subjects and methods: By means of questionnaire, this paper investigates the psychological factors of college students, finds out the psychological problems of college students, and then makes psychological adjustment to the students, so as to reform the English teaching classroom of contemporary college students, so as to strengthen the teaching effect.

Study design: 200 college students were randomly selected and 200 questionnaires were distributed. 21 invalid questionnaires were excluded. The age of college students was 20.36±58 years old. Symptom Checklist-90 (SCL-90) is used to measure the mental health level of college students. The scale includes 90 items and 10 factor subscales, of which factor 10 is not used for this statistic. The higher the self score of each item, the more serious the symptom. The subjects' self-evaluation of each item was equal to or greater than 3 points as the criteria for determining the level of pain of moderate and above.

Methods: The questionnaire content was analyzed by SPSS13.0 software. The students were randomly divided into two groups. There was no significant difference between the two groups before the test. The observation group considered the psychological problems of the above students and reformed the teaching situation (1) By enriching curriculum resources, we can fully mobilize students' multiple senses. (2) The classroom atmosphere must be open enough for students' dual interaction. (3) Pay attention to cultivate students' interest and stimulate their learning potential. (4) Use extensive knowledge to impress students. Extensive subject knowledge is not only limited to English teaching itself, but also includes humanistic knowledge, cultural knowledge and natural science knowledge related to English education, which plays an important role in improving the humanistic atmosphere of English teaching and strengthening the effect of English teaching.

Results: The statistics of College Students' overall SCL-90 are shown in Table 1. The results show that the unhealthy psychological behaviors of college students are interpersonal sensitivity, hostility, depression, paranoia, anxiety and so on.

After the students were randomly divided into two groups, the observation group and the control group were observed. The specific time was one month. The English learning scores of the two groups were tested. It can be seen that the students' learning achievement in the observation group is higher than that of the control group, which shows that the proposed teaching method is effective. The results are shown in Table 2.

Table 1. Unhealthy psychological performance of College Students.

Unhealthy mental state	Proportion of people/%
Interpersonal sensitivity	13.27
Paranoia	3.93
Hostile	10.34
Depressed	8.16
Anxious	2.19

Table 2. Unhealthy psychological performance of College Students.

Group	English achievement
Observation group	86.53±4.57
Control group	79.86±6.32

Conclusions: In the process of deepening the current educational reform, the interdisciplinary education system is also gradually forming. For English teaching, it is not only an important science, but also has a very rich artistic color. There is a great correlation between psychology and English teaching. Just like other subjects, the application of psychology is always permeated everywhere. Therefore, it is necessary to conduct a serious study of psychology, a comprehensive understanding, in order to better grasp the psychological status of students. In teaching, we should better apply positive psychology to carry out high school English teaching activities, so as to improve teaching efficiency and promote the continuous development of high school English teaching. Through the application of positive psychology, we should pay more attention to students, fully tap their potential, correct the students' form, and form a happy learning atmosphere, which is of great significance to the improvement of teaching efficiency.

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PRACTICAL EFFECT OF TEACHING CHINESE AS A FOREIGN LANGUAGE BASED ON EDUCATIONAL PSYCHOLOGY

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Background: The difficulties of teaching Chinese as a foreign language in different environments and backgrounds are different from learning in the language environment. Teachers need to change the teaching mode flexibly while understanding the process, Master students' various influencing factors and solve practical problems. First of all, in the teaching process, teachers need to carefully design the content suitable for students' learning on the basis of the original teaching materials, instead of emphasizing the discomfort of teaching materials. I found many similar situations in the teaching process. Secondly, most of the differences in curriculum design are related to the objective factors of local teaching. Teachers need to solve the problems in a real and realistic way. At the same time, students have different language levels, which will lead to some imbalance in the teaching process. Can teachers change their teaching methods and strategies in the process of transmission to achieve the teaching goal? This phenomenon is common in the process of teaching, especially for the new teachers who have just come into contact with teaching Chinese as a foreign language. On this basis, they can adjust themselves, choose and revise, and form their own independent teaching style, which plays a positive role in promoting the teaching process of the classroom.

Objective: The research object of educational psychology is the basic psychological law of normal students' learning and teachers' teaching in the situation of school education. But its specific research category is around the interaction process of teaching and learning. Educational psychology plays an active role in classroom teaching. Whether students can achieve the expected effect under different pressure changes the traditional teaching concept. At the same time, teachers create a flexible teaching concept in teaching mode and method, which has an inseparable theoretical guidance with educational psychology, With the selection of teaching materials and the design and implementation of curriculum, educational psychology plays a positive role in the teaching process.

Subjects and methods: In a school, 200 students studying Chinese as a foreign language were randomly divided into the control group and the observation group. All the learners have English as their mother tongue. The age range of the learners is 21-23 years old. There is no significant difference in the initial

establishment, personality, gender and other aspects between the control group and the observation group. Among them, the control group used the ordinary teaching mode, the observation group under the guidance of educational psychology, the teacher to educate the learners, the overall test time for one month, after one month to investigate the two groups of students' academic performance.

Study design: In the observation group, after understanding the characteristics of educational psychology, teachers conducted individualized differential teaching from the perspectives of physiological factors, cognitive factors (including intelligence, linguistic ability, learning strategies, communication strategies, etc.) and emotional factors (including motivation, attitude, personality, etc.), Based on the analysis of teaching objects, different teaching methods are adopted according to the characteristics of learners of different ages.

Methods: At the end of the one-month teaching period, test the students' academic performance, use Excel software to count and sort out the academic performance, and calculate the average value to investigate the learning effect of different groups of students.

Results: Test the final scores of different students, after calculating the students' learning scores, get the students' score table as shown in Table 1. The scores of the students in the observation group are higher than those in the control group in different subjects, and the average score of the intercultural communication course in the control group is lower than 80 points, which indicates that the students in the control group have not fully mastered the course. The average score of the observation group was higher than 80 points, and the proportion of people with score higher than 80 points was higher, which was significantly higher than that of the control group.

Table 1. Scores of observation group and control group.

		Modern Chinese	Grammar in teaching Chinese as a foreign language	Intercultural communication
Observation group	Average score	89.34	86.51	82.18
	Proportion of people with score higher than 80	78.30	82.60	89.30
Control group	Average score	82.18	83.62	75.49
	Proportion of people with score higher than 80	64.80	67.90	36.40

Conclusions: As the name suggests, educational psychology is an interdisciplinary subject of psychology and pedagogy, and it is also an important branch of psychology, belonging to a kind of applied psychology. This research takes educational psychology as the breakthrough point, first clarifies the category of educational psychology, and then makes an in-depth study of one of its branches, namely, language educational psychology, so as to lead to foreign language educational psychology. As a teacher of Chinese as a foreign language, the main criteria of mental health are as follows; The identification of teachers' identity, harmonious interpersonal relationship, correct self-awareness, self adjustment and self-control, educational originality, emotional stability, overcoming cultural conflicts, good contact with the environment and effective adaptation. Teachers can play the role of instructors only when their psychological quality is guaranteed. In the later research, it focuses on the analysis of foreigners' psychology of learning Chinese from five aspects: students, teachers, teaching content, teaching media and teaching environment. This is helpful for teachers to determine the key points and difficulties of teaching by mastering students' learning psychology. It is also helpful for teachers to find correct methods to help students reduce learning pressure and psychological barriers and ensure learning effect.

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IMPORTANCE OF PHYSICAL EDUCATION TO STUDENTS' MENTAL HEALTH

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Background: Mental health generally has the following criteria: First, they have normal cognitive ability, can objectively reflect external things, and can make correct judgment and reasoning; Second, we should have stable and optimistic mood and positive and healthy emotion; Third, they should have normal reaction, good will and strong ability to endure setbacks; Fourth, we should have normal communication ability, be able to get along with people around and protect good interpersonal relationship; Fifth, we should have a

correct self-view, be able to evaluate themselves practically and maintain a moderate self-esteem and self-confidence.

Students are in an important period of physical and mental development. With the development and development of physiology and psychology, the increase of competition pressure, the expansion of social experience and the change of thinking mode, students may encounter or produce various psychological problems in learning, life, interpersonal communication and self-consciousness. If some problems cannot be solved in time, it will have a sterile impact on the healthy growth of students, and serious will make students have behavioral barriers or lead to personality defects. Therefore, strengthening students' mental health education is not only the need of students' healthy growth, but also the requirement and need of social development for people's quality. To study the role of physical education in students' mental health education means that physical education activities should follow certain requirements of mental health education, improve and implement the guiding ideology of "health first", give full play to the special role of physical cultivation and expand it, assist students to develop psychological potential, and permeate cognition, personality psychology, psychological quality, emotion and emotion. The education of psychological adaptation is the process of guiding and helping students to get rid of psychological problems and overcome psychological obstacles.

Objective: Due to the characteristics of physical education teaching materials and the unique charm of physical education, physical education teaching has a unique role in students' mental health education. Therefore, through the study of the influence of physical education on students' mental health, the importance of physical education to students' mental health education is discussed, so as to provide basic theory and reference for the construction of mental health of school students.

Subjects and methods: With the psychological satisfaction scale as the research tool, and combined with the situation of physical education teaching, 120 school students' psychological satisfaction was investigated and analyzed to judge the influence of physical education teaching on students' psychological health.

Study design: A total of 120 students in a certain school were selected as the research objects. The age range of the students was 18-23 years old, and the average age was (21.5±1.56) years old. The students were divided into the observation group and the control group. The observation group was given the designed physical education, while the control group was given the ordinary teaching. The physical education of observation group is mainly as follows: Teachers should purposefully excavate the knowledge content with mental health value in sports teaching materials, or supplement some relevant materials, and integrate them into the teaching of sports health, health care knowledge and sports basic knowledge. By teaching, talking, demonstrating, discussing and watching videos and CDs of mental health education, students can master the general knowledge of mental health and mental health knowledge; It can only reflect the specific situation in a certain period of time, which is relative and has grade differences.

Methods: Emotional scale was used to evaluate psychological satisfaction, which was used to measure people's psychological satisfaction. Statistical software SPSS15.0 was used to analyze the data of student scale.

Results: In the teaching process of the observation group, through various kinds of stimulation contained in physical education activities, such as overcoming difficulties, competition, taking risks, seizing opportunities, pursuing uncertain goals, achieving goals, controlling, success and frustration, the multiple experiences of success and failure, joy and pain, expectation and disappointment, individual and group, equality and difference, justice and favoritism, rationality and irrationality were obtained, It can guide students to treat these emotional experiences correctly, and guide and educate students to treat their personal needs reasonably. Therefore, the observation group of students' emotional scale, students' psychological satisfaction is higher. In the control group, only 51% of the students were satisfied with the feedback result of psychological satisfaction, and they had a high degree of dissatisfaction, indicating that about half of the students did not like this teaching method. The specific data are shown in Table 1.

Table 1. Students' psychological satisfaction.

	Satisfied/%	Commonly/%	Dissatisfied/%
Observation group	94	6	0
Control group	51	32	17

The data in Table 1 can show that carrying out colorful campus sports activities can give full play to the role of sports in improving students' mental health. Physical education plays an important role in the mental health education of students.

Conclusions: Physical education plays an important role in adjusting and promoting students' mental health, reducing learning pressure, cultivating strong will, eliminating tension, developing students' good

psychological endurance to correctly deal with setbacks, improving students' self-confidence, and promoting the overall health level of students' physical, psychological, social adaptability and moral quality. Therefore, physical education teachers should be fully aware of their special role, master the basic knowledge of mental health education, consciously penetrate into their own education, teaching and management, combined with the actual situation of students, adopt flexible and diverse teaching forms, increase entertainment and carry out mental health education at the same time. Schools should organize various sports competitions and colorful campus sports activities to give full play to the positive role of sports in mental health.

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APPLICATION OF BEHAVIORAL PSYCHOLOCY IN THE ARTISTIC CREATION OF ABSTRACT SCULPTURE

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Background: With the accelerating pace of urbanization, more and more interesting interactive public sculptures appear in the public field of vision. The continuous expansion of its scale has aroused people's general concern about interesting interactive public sculptures. However, due to many objective reasons of history and reality, the overall level of interesting interactive public sculpture is not high, and there is a lack of positive interaction with urban public environment and public psychological behavior. Abstract art creation is a kind of spiritual creative practice, such as painting, sculpture, architecture, music, poetry, etc. they are all conscious and purposeful creative activities, the purpose is to "show the spiritual things in the perceptual image for reference". In the creative subject to give full play to the role of consciousness, the brain through the integration of consciousness, can be transformed into the content of ideological works of art, there is another part of the content is not aware of.

The behavioral psychology of the public has always been the concern of scientists. However, artists should also consider the behavioral psychology of the public in creating interesting interactive public sculptures. The injection of behavioral psychology not only makes the creation of interesting interactive public sculpture more in line with the "public-oriented" design principle, shortens the distance between the public and sculpture works, but also provides a platform for the public to communicate with each other, forming a good interactive relationship.

Subjects and methods: Due to the variety of urban public space, the urban public space in this paper is mainly outdoor urban public space, such as urban park. This paper analyzes and studies the number, distribution characteristics, artistic characteristics of interesting interactive public sculptures in different types of urban public space in Shanghai, as well as the classified records and systems of public behavior rules, behavior patterns and behavior characteristics in the urban public space. And in the form of a questionnaire to further analyze the experience and satisfaction of public participation in interesting interactive public sculpture.

Results: According to the data in Figure 1, the author conducted a random survey of 67 participants in Jing'an Sculpture Park, including 21.4% of children, 29.3% of young people, 26.6% of middle-aged and 22.7% of the elderly.

The author will take two hours as the standard to analyze the public who participate in the interesting interactive public sculpture. According to the data in Figure 2, the number of public participation at 06:00-08:00 is 12.8%, and that of the public at 0.8:00-14:0 is on the rise, and the number of public participation at 14:00-02:00 is fluctuating, among which the number of public participation reaches the peak at 20:00. The public likes the sculpture works in turn: urban fantasy, world children (8 pieces in total), music series (5 pieces in total).

The use of vision is the premise to promote the public intuitive experience of interesting interactive public sculpture. Only sculpture works that can stimulate the public senses can further induce the participation of public psychological behavior.

As shown in Figure 3, the interesting interactive public sculpture Tango of life, which is located at the gate of Shanghai World Trade mall, adopts bright red, which is very eye-catching. It borrows the form of pepper in modeling, showing the interest of the sculpture, and visually brings the public a lovely and interesting feeling.

Hearing has been widely used in interesting interactive public sculpture. In the works, people often organize and arrange the beauty of hearing of flowing water to bring the public hearing enjoyment. Falling water, fountains and so on are different, which bring different sounds to the public.

As shown in Figure 4, the interesting interactive public sculpture "water of life" created by American artist Barbara Edelstein in Shanghai Jing'an Sculpture Park integrates water with the world of nature and art. The sculpture works have various shapes. The integration of water elements makes the flowing water in the sculpture works communicate with the public emotion and sublimate the spirit. As an essential element of urban park, interesting interactive public sculpture guides the public's psychological behavior in a friendly and lively atmosphere. The appearance of interesting interactive public sculpture provides attraction and support for public behavior. There are various forms of interesting interactive public sculptures in urban parks. Artists make use of the psychological and behavioral needs of the public to promote the public's diversified behavior participation.
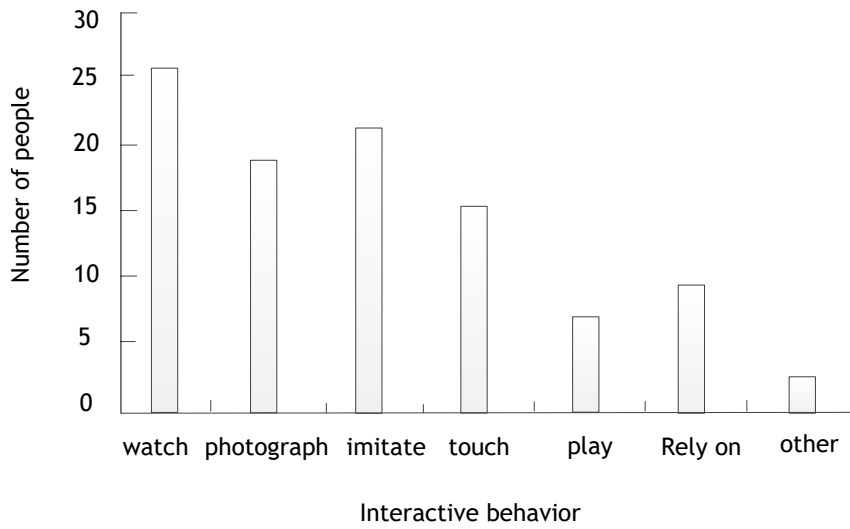
Figure 1. Data results.
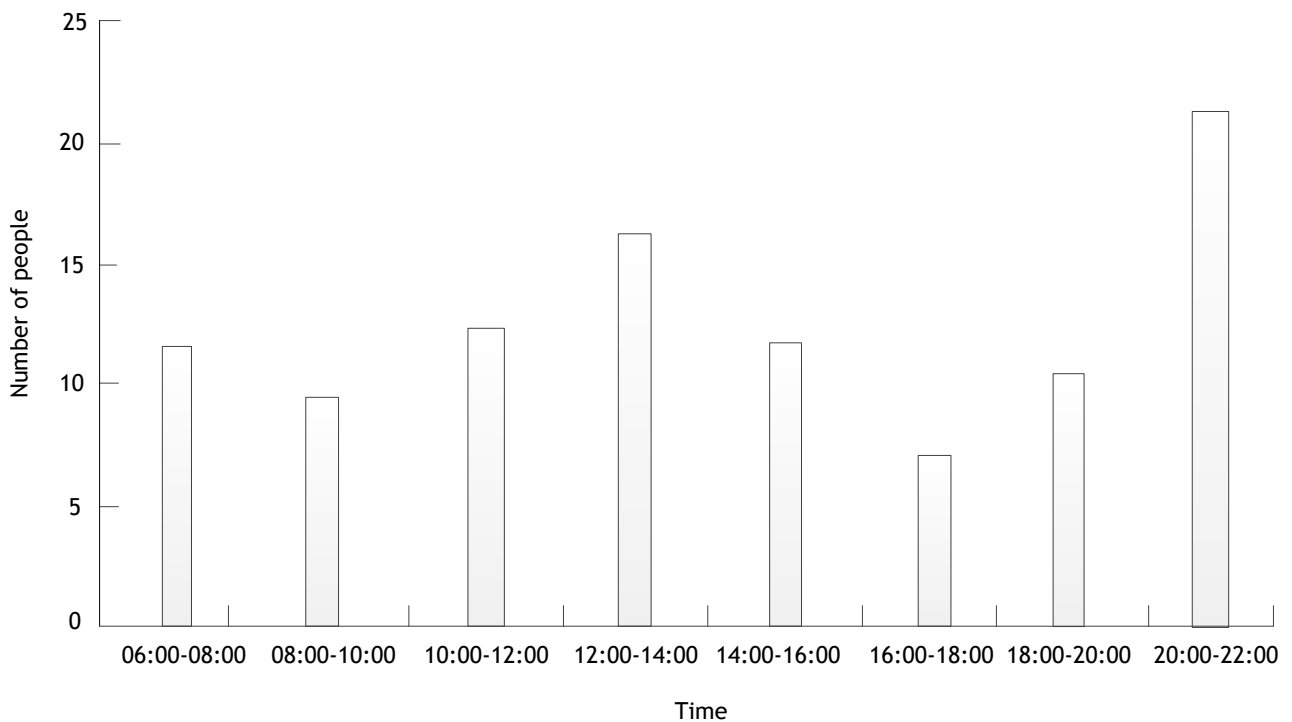
Figure 2. The purpose of participants' activities to analyze the time law of the number of people participating in sculpture works.

Figure 3. Tango of life.

Figure 4. Water of life.

Conclusions: To improve the participation and interaction of interesting interactive public sculpture, not only artists need to meet the psychological needs of the public in the process of creation, but also the public need to improve their own quality and cultural and artistic accomplishment. The needs of the public develop with the development of time. Therefore, the interesting interactive public sculpture is also developing in the direction of diversification. Its ultimate goal is to provide the public with a space for rest and entertainment, so that the public can play the role of education in the process of participation. The diversified development of interesting interactive public sculpture also provides a good communication space for the public, so that the public's psychological behavior has been relaxed to the greatest extent.

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ROLE OF SPORTS PSYCHOLOGY IN COLLEGE PHYSICAL EDUCATION

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Background: Sports psychology is a side branch of psychology application in sports. It reflects the performance and actual law of sports activities comprehensively, and it is a discipline to study the characteristics of psychological activities and the rules of activities that human beings show in the specific sports activities. Since China entered the reform of teaching curriculum, colleges and universities have made many attempts in the curriculum setting, and expect to better train the comprehensive quality of students, gradually improve the attention to the physical education curriculum, let students participate in more sports activities, strengthen students' physique and cultivate more interests and interests of students. Students in the process of engaging in specific sports activities in school will encounter different activity environment and problems, will produce different psychological activities, which affect their own sports

behaviors. Positive psychological activities can promote students to actively accept learning, which will help to improve and improve the quality of physical education in Colleges and universities, the negative psychological activities will affect the students' learning beliefs and enthusiasm, and hinder the development and progress of students' physical education learning. The application of sports psychology will promote the development of students' character and comprehensive quality education, and can change the negative psychological activities produced by students in time, which is of great significance to the implementation of physical education in Contemporary Colleges and universities and the cultivation of students' comprehensive quality.

Objective: The research of sports psychology in college sports teaching focuses on students' cognition of sports activities, students' emotion, sports purpose, students' personality and physical function differences, mainly exploring students' psychological activities and psychological quality in sports teaching. The application of sports psychology in college physical education can not only improve the quality of physical education, but also play a correct role in guiding the students' psychology to participate in sports activities, making college physical education more interesting and favored by students. In recent years, under the promotion of the reform of teaching system in Colleges and universities, colleges and universities gradually began to pay attention to the education of students' comprehensive quality, among which college physical education is an important part. Physical education is a course to cultivate teenagers' positive sports thoughts and improve their own physical quality, which plays an important role in the overall cultivation of students' comprehensive quality in Colleges and universities. Exploring the specific application of sports psychology in college physical education has practical significance in promoting the smooth development of physical education curriculum. Combined with specific examples, this paper puts forward some suggestions on the application of sports psychology, so as to improve the quality of sports teaching and promote the development of students' comprehensive quality education.

Subjects and methods: (1) Teachers should have a comprehensive understanding of students. In the process of physical education teaching in Colleges and universities, physical education teachers face a lot of students. Personality differences, ability differences and gender differences among individuals will have an impact on specific physical education teaching. The differences among students make students have different enthusiasm for the same sports activities, which is not conducive to the unified physical education teaching of all students. Therefore, before carrying out sports activities, PE teachers should have a comprehensive understanding of all students, pay attention to each individual student, especially the individual student with obvious personality characteristics, and communicate with the class teacher and students before teaching, so as to understand the current psychological activities of students, and know their sports hobbies and their own sports literacy, In order to improve the quality of physical education, we should grasp the students' sports quality, sports hobbies, psychological dynamics and other aspects, make timely adjustments in physical education teaching, formulate suitable courses for teaching, and improve the quality of physical education teaching. For example, physical education teachers should make clear the physical differences between male and female students, and adjust the content of physical education. The content of physical training for female students should be appropriately reduced in intensity and amount of training, and some training of coordination and flexibility should be added; The male students should increase the intensity of physical training, more physical and strength training, the difficulty can be improved.

(2) Realize the organic combination of sports psychology theory and practice. In order to apply sports psychology in physical education teaching and play its important role, the first step is to organically combine the theory and practice of sports psychology. Only when the theoretical knowledge of sports psychology is applied to the specific physical education teaching practice in Colleges and universities, can it play its role in promoting the progress of physical education teaching. For example, physical education teachers use the imagery training method in sports psychology to let students consciously and autonomously imitate, repeat, adjust and create their own actions through the already formed imagery of sports activities in the brain, so as to form real image activities in the brain, To help students learn sports activities, the combination of imagery training and action skills training, cross, help students memorize action skills, master action essentials, and improve students' learning effect.

(3) Using diversified teaching methods to apply sports psychology. The application and promotion of sports psychology needs to be realized through diversified teaching methods. Different teaching modes and contents are introduced into the physical education teaching in Colleges and universities, so as to enrich the environment and content of physical education teaching, provide students with more choices of sports activities, create more novel teaching methods, and provide a diverse and interesting learning environment, Let students more willing to participate in physical education, the application of sports psychology reflected in the diversified teaching practice, play its role in actively promoting physical education.

Results: (1) Eliminate students' timidity and fear in physical education learning. Fear and timidity in

physical education mainly refers to the students' fear of a certain action or a certain exercise due to their lack of sports ability. When students think that their physical fitness level or the ability to complete a technical action is quite different from the technical requirements, and they worry that they will have injury accidents, fear and timidity will occur, It's psychologically powerless. Helplessness, lack of confidence in their own ability, self devaluation, worry, nervousness, decreased memory, narrow thinking, anxiety level. Psychologically, the heart rate and breathing speed up, the blood pressure rises, the face is pale, the cold sweat, the cerebral cortex suppresses the diffusion, the original dynamic stereotype is destroyed. The psychological and physiological changes will inevitably affect the students' behavior response. Timidity, fear, in the behavior will appear slow reaction, movement disorder, four feet shaking, muscle stiffness, soft hands and feet, in this case, students are sure to complete the technical action. Therefore, we must find out the causes of students' timidity and fear in teaching. If the movement has certain difficulty, we should strengthen the protection and help, encourage students to focus on completing the movement, if it is for other reasons, we should strengthen the practice, improve the students' psychology. Stress "level, let students learn to control their emotions, and targeted for some adaptive training, and finally make it to a normal state.

(2) Use a variety of forms to adjust the deviation and error of students to complete the action. Teachers should give timely and enlightening information feedback to students through teaching summary, praise and criticism, and notice of the next class. Before class, teachers should point out the good and bad points of the class action completion to students according to the completion of teaching tasks and the situation of students' exercise in class, and analyze and guide the action, to provide students with information about the action, so that students understand the learning situation, clear goals, improve learning enthusiasm. Teachers should also give timely praise and criticism to students' learning attitude, hardworking spirit and skill mastery. Guide students to evaluate and adjust their own actions and learning attitude, make clear their own practice direction after class, and predict the content of the next lesson while making clear the practice direction after class, so that students can organically combine the practice of the last lesson with the preview of the content of the next lesson, and lay the foundation for the next teaching.

(3) Strengthen the application of sports psychology theory, improve the effect of sports classroom. The effect of physical education classroom teaching depends not only on students' physical quality, sports function and other factors, but also on students' thinking, attention, memory, will, learning attitude, learning motivation and other psychological factors, improve the effect of physical education classroom teaching, promote the overall improvement of students' physical and mental quality.

Conclusions: The smooth progress of physical education is inseparable from the protection of psychology, which runs through the whole process of teaching. Fully understanding students' individual differences and different levels of psychological development and grasping the law of students' psychological changes in the process of teaching can help students better master knowledge and develop sports ability. It is scientific and reliable to study the psychology of physical education teaching and provide scientific theoretical guidance for physical education teaching. Sports psychology includes the research and practice of many subjects. The application of the theory and method of sports psychology in physical education teaching plays an important role in improving the teaching quality of teachers. At present, the new reform of Physical Education advocates advanced educational ideas and ideas, so we should strengthen the research of physical education teaching psychology and build a new teaching mode. It provides the basis for the development of physical education teaching and gives full play to the value of sports psychology.

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TRAINING METHODS OF DANCE SENSE BASED ON CONSCIOUSNESS PSYCHOLOGY

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Background: Dance can be said to be the most physical art of our human beings, but from the reality, it is not difficult to see that although the number of dancing practitioners in our country is increasing, it is becoming more and more difficult for people in the dance circle to communicate with the outside world. The incomprehensibility of dance is the incomprehensibility of people outside the world, and of course the "moaning" of our practitioners. The dance is so close to the body, and the body is so close to us. In other words, we never leave our body for a moment; the body is responsible for all the tasks we meet our physiological needs. In order to complete the task smoothly, the body is also Human beings have developed to the highest level of integration in the world of life, at least today, but our perception of the body seems to

be slowly blurring. The body is our first tool to explore the world. The body is our best way of expressing emotion before language; it is the most powerful means of communication between people.

Objectives: This paper mainly focuses on the theory of consciousness psychology as the research method, discusses the dancers' dance feeling metaphysically, and then expounds the psychological mechanism and corresponding psychological conditions of dance feeling generation. It is true that the theoretical research on dance feeling should be a common topic, but from the perspective of problem study, this paper puts forward new exploration and thinking. For example, most artists thought that it was only the subjective thinking activity of human brain, and they did not discuss how sense of feeling was produced; or they had a speculative discussion on the related issues of dance feeling from the perspective of philosophy and aesthetics, and did not deeply analyze the psychological mechanism of dance feeling. So this academic paper will focus on the above issues to make a practical and reasonable explanation and scientific demonstration of dance phenomena with the knowledge of psychology.

Research objects and methods: A total of 87 dance professionals volunteered to participate in the study (96 people were included in this experiment, 87 people were analyzed in the final result, of which 9 people fell off), of which 42 were the experimental subjects and the other 45 were the control group, aged between 19 and 20 years old. All the subjects were healthy, without history of cardiopulmonary disease, hypertension and diabetes.

The experimental group and the control group were used to conduct an experimental study on the 19-20-year-old dance professionals who volunteered to participate, and the effect of dance training before and after the experimental group was observed in the control group. The experimental group received 12 weeks of psychological education, twice a week, 30 minutes each time. Through consciousness psychological education, the whole dance training process can maintain a relaxed and happy classroom atmosphere, so that dance professionals can experience happiness in the training process. The control group did not assign other tasks during the experiment, did not take intervention measures, ordinary dance training.

The questionnaire was completed before and after the experiment, and the questionnaire was collected on the spot. A total of 87 questionnaires were sent out, 85 were returned, 82 were effective, the effective rate was 96.47%, 42 in the experimental group and 40 in the control group.

In the process of the study, the methods of induction, deduction, comparison and comprehensive analysis were used. The data were processed by SPSS 16.0 statistical software. The independent sample t test was used between the experimental group and the control group, and the paired sample t test was used within the group.

Results: Before the experiment, questionnaire survey was conducted on the experimental group and the control group respectively. The homogeneity test and independent sample t test showed that there was no significant difference in dance training between the two groups before the experiment ($P > 0.05$, as shown in Table 1).

After 12 weeks, the results of questionnaire survey in the control group showed that there were no significant differences in sports ability, stimulating vitality, relieving stress, self-awareness, self-regulation and control, imagination and creativity, positive engagement and interpersonal relationship among dance professionals ($P > 0.05$).

Conclusions: Through the relevant control experiments, it is proved that consciousness psychological intervention has a positive effect on improving dance training ability, and can effectively improve the professional ability of dance professionals in all aspects.

Table 1. Dance training in the first two groups ($\bar{x} \pm s$).

	Experimental group	Control group
Athletic ability	1.29±0.482	1.26±0.412
Stimulate vitality	1.60±0.506	1.60±0.506
Relieve stress	1.71±0.482	1.68±0.517
Increase confidence	1.68±0.311	1.60±0.420
Self cognition	1.66±0.515	1.66±0.515
Self regulation and control	1.80±0.473	1.83±0.512
Imagination and creativity	1.46±0.528	1.45±0.446
Feeling emotions	1.77±0.528	1.78±0.531
Active engagement	1.57±0.496	1.58±0.385
Interpersonal relationship	1.89±0.512	1.89±0.531

Note: *P*>0.05, there was no significant difference between the two groups.

Table 2. Dance training before and after the experiment in the experimental group ($\bar{x} \pm s$).

	Experimental group	Control group
Athletic ability	1.29±0.482	2.70±0.434
Stimulate vitality	1.60±0.506	3.26±0.335
Relieve stress	1.71±0.482	2.79±0.232
Increase confidence	1.68±0.311	3.27±0.375
Self cognition	1.66±0.515	3.02±0.431
Self regulation and control	1.80±0.473	2.84±0.362
Imagination and creativity	1.46±0.528	2.99±0.424
Feeling emotions	1.77±0.528	3.46±0.379
Active engagement	1.57±0.486	2.54±0.471
Interpersonal relationship	1.89±0.512	3.20±0.623

Note: P>0.05; * means P<0.05; ** means P<0.01.

Table 3. Dance training of the control group before and after the experiment ($\bar{x} \pm s$).

	Experimental group	Control group
Athletic ability	1.26±0.412	1.85±0.583
Stimulate vitality	1.60±0.506	2.08±0.877
Relieve stress	1.68±0.517	1.96±0.332
Increase confidence	1.60±0.420	2.18±0.530
Self cognition	1.66±0.515	2.07±0.326
Self regulation and control	1.83±0.512	2.15±0.566
Imagination and creativity	1.45±0.446	1.78±0.834
Feeling emotions	1.78±0.531	2.34±0.328
Active engagement	1.58±0.385	1.82±0.839
Interpersonal relationship	1.89±0.531	2.33±0.782

Note: P > 0.05; * means P < 0.05.

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MEDIATING EFFECT OF POSITIVE PSYCHOLOGY ON THE PSYCHOLOGICAL ADJUSTMENT OF PRESCHOOL EDUCATION MAJORS IN COLLEGES AND UNIVERSITIES

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Background: The concept of "mental health" defined by the World Health Organization is "mental health is a state of health or happiness in which individuals can achieve self-esteem, be able to cope with daily biochemical pressure, work effectively and achieve results, and have the ability to contribute to their communities". This is consistent with the value orientation of positive psychology. Positive psychology pays attention to the beautiful aspects of human nature, and expects to improve people's happiness and prevent the emergence of various psychological problems through positive emotional experience, cultivating positive quality and forming a positive support system. The value orientation of positive psychology is in full conformity with the basic requirements of the teaching of psychological health education course for students in general colleges and universities issued by the general office of the Ministry of education.

Objectives: Positive psychology is expected to improve people's happiness and prevent the emergence of various psychological problems Learning has great theoretical and practical guiding value for mental health education of preschool education students.

Subjects and methods: Through literature analysis, it is found that many domestic scholars have investigated the mental health of preschool education students. Most of the results showed that the scores of nine factors, such as obsessive-compulsive disorder, interpersonal sensitivity, anxiety, phobia and

depression, of preschool education students were significantly higher than those of the national norm of college students, and there was no significant difference between the other factors and the national norm of college students. Therefore, the psychological problems and symptoms of students majoring in preschool education are different from those of other college students. The specific reasons are related to the specialty's particularity. The specific manifestations are as follows: first, the curriculum of preschool education is complex, and the requirements for students' comprehensive quality and various skills are high. Second, the sex ratio of male and female students is seriously unbalanced. Preschool education major has always been regarded as a "daughter country". Boys as preschool teachers are often regarded as "worthless". There are more girls than boys. Gender imbalance makes it difficult for students to complement each other in communication. In particular, boys either deliberately avoid or are "assimilated" by girls, which is not conducive to the formation of their complete personality. Thirdly, students are in the early stage of sensitive youth, and all kinds of psychological conflicts and contradictions are escalating. Fourthly, the pressure of study and employment, and the imbalance between low treatment and low social identity after employment and high expectation of parents and society. Most of the students majoring in preschool education are engaged in preschool education after graduation. At present, the low treatment and high turnover rate of preschool teachers have not been properly solved. However, the expectation of society and parents for preschool teachers is getting higher and higher, which leads to students' confusion and anxiety about the future in school. In addition, the "child abuse" incident in recent years has caused endless controversy the comprehensive effect of various factors makes the pressure of preschool education students doubled, and the mental health is deeply affected.

Study design: There are four levels of mental state.

Health status: I don't feel pain – that is, in a period of time (such as a week, a month, a season or a year), the feeling of happiness is greater than the feeling of pain. Others don't feel abnormal-that is, the psychological activities are in harmony with the surrounding environment, and there is no phenomenon of being out of tune with the surrounding environment. Good social function-that is, they are competent for family and social roles, can give full play to their own ability in the general social environment, and use the existing conditions (or create conditions) to realize their self-worth.

Bad state: also known as the third state, is a state between health and disease. It is a common sub-health state in the normal group of people. It is caused by personal psychological quality (such as too good win, isolation, sensitivity, etc.), life events (such as work pressure, promotion failure, criticism by superiors, frustration in marriage and love), physical adverse conditions (such as long-term overtime work and physical illness).

Psychological barrier: psychological barrier is the advance, stagnation, delay, retreat or deviation of one aspect (or several aspects) of psychological state caused by personal and external factors. Disharmony-the external performance of their psychological activities is not commensurate with their physiological age or the way of reaction is different from ordinary people.

Mental illness: mental illness is a strong psychological reaction (thinking, emotion, action, will) caused by personal and external factors, accompanied by obvious physical discomfort. It is the external manifestation of brain dysfunction.

Results: A total of 200 students majoring in preschool education in a university were selected, including 100 boys and 100 girls. The psychological state of the 200 students was obtained by questionnaire. The results are shown in Table 1.

Table 1. Mental state of 200 students.

Gender	Health status	Bad state	Psychological barrier	Mental illness
Male	58	28	11	3
Female	32	33	27	8

Analysis of Table 1 shows that among the 200 preschool education students, 90 are in a healthy state of mind, and 61 are in a bad state of mind, including 28 boys and 33 girls. There are 38 students with psychological problems and 11 students with serious psychological diseases. The overall analysis shows that the number of girls with poor mental state is more, which shows that girls are more delicate, and some students need to improve their mental state.

Therefore, positive psychology is used to adjust the psychological state of the above students. After six months of adjustment, the changes of each student's psychological state are detected, and the results are shown in Table 2.

According to Table 1 and Table 2, the number of healthy state adjusted by positive psychology increased from 90 to 180, indicating that most students recovered from bad and psychological disorders, and only 7 had mental disorders and mental diseases. It shows that positive psychology can effectively regulate the

psychology of the students in preschool education.

Table 2. Changes of students' psychological state after adjustment of positive psychology.

Gender	Health status	Bad state	Psychological barrier	Mental illness
Male	92	7	1	0
Female	88	6	5	1

Conclusions: Preschool education students will be given a special mission after graduation. Their mental health level will not only affect their own development, but also affect children's physical and mental health development and early childhood education, as well as the future of society and the hope of the country. Therefore, compared with other college students, the mental health education work of preschool education students not only cannot be ignored, but also is imminent. This paper analyzes the mediating effect of positive psychology on the psychological adjustment of preschool education majors in Colleges and universities, verifies this view through experiments, and gives some effective suggestions. For example, the state and society should gradually increase the investment in preschool education; standardize the admission and entry standards of preschool education; balance the gender ratio of boys and girls; improve the treatment of preschool teachers; carry forward the spirit of excellent preschool teachers. Create positive and positive social environment to promote the natural and healthy growth and development of preschool education students.

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APPLICATION OF PSYCHOLOGICAL DISTANCE IN THE APPRECIATION OF DANCE ART

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Background: Dance is an artistic form of expressing emotion and emotion by body language, and it is the fusion of mind and body. Excellent choreographer is not to express the beauty that dance should bring to the viewer through inner expression. This paper starts from the subtle relationship between aesthetic distance and dance creation, and starts from the close relationship between the psychological distance of dance and the creation of dance. Through analyzing the forms and themes of various dances, different people have different views, so there will be differences in appreciation of works. This paper explains that to find the correct aesthetic and understanding angle in objective conditions, we need to rely on a deep understanding of the theory of psychological distance of dance, and have a deep understanding of the theory of Gestalt.

Subjects and methods: In his book dance psychology, Professor Ping Xin points out that the "distance" in the so-called "psychological distance" is definitely not the physical distance between the artwork and the audience, but a kind of "psychological distance", that is, the psychological distance between the artistic image and the concrete image or prototype, that is, the distance between the aesthetic ideal and the objective reality, that is, the memory representation and the imagination representation, that is, the image The distance between art and life is the distance between art and life. It can be seen that "psychological distance theory" is a unique aesthetic criterion and creative thinking in dance art, which has profound guiding significance for dance creation, performance and appreciation. The psychological distance in dance psychology has the following characteristics:

(1) Transcendence. Dance image is produced from the dancer's own artistic imagination. It is a new image produced by artistic processing of the memory representation close to the objective reality through artistic imagination. Aesthetic need is the highest level of human growth needs after completing the basic needs, and aesthetic needs and the needs of seeking knowledge and understanding are transcendental needs. Aesthetic needs are the most advanced emotional needs and psychological needs in human life. The distance between these needs and physiological needs is the root and essence of psychological distance. Therefore, only when the artistic imagination and the real world are separated from each other, and the imaginative representation and the concrete representation are separated from each other, can the beauty of dance art come into being.

(2) Dialectics. The reason why psychological distance can become a special art standard and the key to solve many conflicts in art lies in its dialectics. It emphasizes that there is a moderate distance between the subject and the object when aesthetic activities are carried out, that is, it can let the subject examine the object without any utilitarian purpose, and can clearly feel the existence of the object and the implication

contained therein. Dance art is generally based on real life, and the change of real life will cause the change of aesthetic trend. Only when the material comes from life, can we extract the stage elements that can be processed by art.

(3) No utilitarian. Non utilitarianism is an important standard of "psychological distance theory" in artistic creation and appreciation. This theory is to ask that people need to be "detached from things". Only when the aesthetic object is separated from people's actual needs and goals can psychological distance be produced. Therefore, the dance art will produce that kind of dazzling beauty, because we are not mixed with any real-life related mentality to watch it in the process of appreciation.

Study design: In order to analyze the role of psychological distance in dance art appreciation, this paper uses questionnaire to verify the effect of psychological distance on dance art appreciation. A total of 100 people in this experiment were divided into experimental group and control group, 50 people in each group.

Methods of statistical analysis: The psychological distance of different groups is calculated, and the formula of psychological distance is:

$$D = q \cdot L / (T \cdot S) \tag{1}$$

q is the weighting coefficient, which depends on the environment and psychological state; L is the physical distance; T is the time, in years (distance is always relative to time); S is the sum of the cross-sectional area of the channel, that is, the psychological openness. Psychological distance is positively correlated with physical distance, but weakly correlated with physical distance, and negatively correlated with mutual understanding and psychological openness.

Results: The results obtained from the above experiments are shown in Figure 1. The psychological distance of the 12-18-year-old population changes from social distance to personal distance, the mental distance of 19-25-year-old people changes from public distance to personal distance, the psychological distance of 26-35-year-old people changes from public distance to personal distance, mental distance of 36-49-year-old people changes from public distance to social distance, and mental distance of people over 50 years old changes from social distance to social distance. It shows that the change of psychological distance can be effectively reduced. However, the appreciation of dance art movement should not be combined with any mentality related to real life to watch it. Therefore, reducing the psychological distance of the crowd can effectively improve the appreciation of dance art movement.
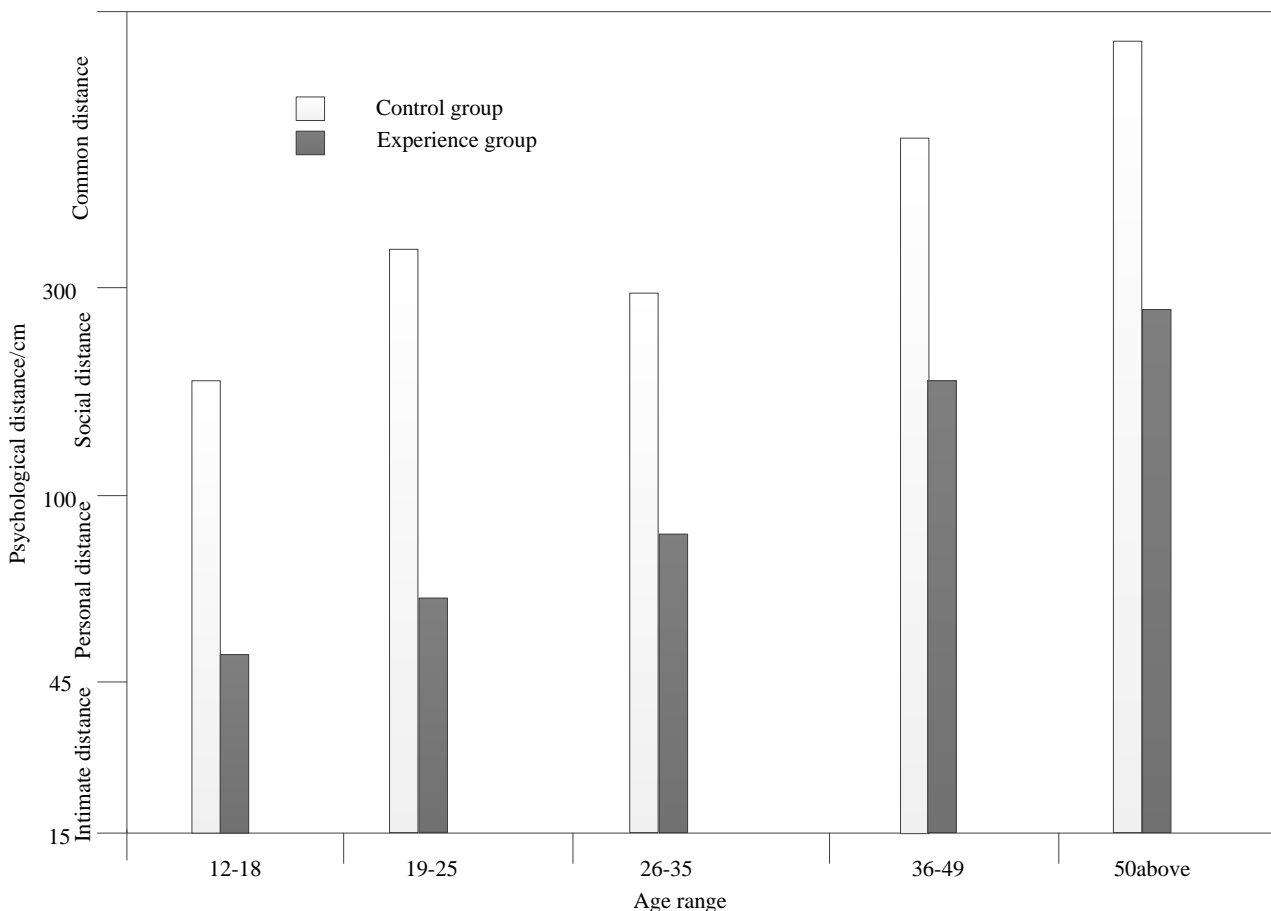
Figure 1. the improvement of psychological distance in different age groups.

Conclusions: For expressionism dance, psychological distance is an essential factor in its aesthetic activities. Because of the dialectic, transcendence and utilitarian nature of psychological distance, expressionism dance can achieve the desired goal under special social background, neither too biased towards idealism and romanticism, nor too high Nature is too realistic, making dance art a vulgar entertainment. Therefore, we can think that psychological distance plays an important role in promoting the appreciation of dance art movement.

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INFLUENCE OF MARKETING MODE ON CONSUMER PSYCHOLOGY IN THE INTERNET ERA

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Background: With the further development of the Internet era, network marketing has become an essential link in the development of contemporary marketing. The volume of online transactions increases sharply every year. In the process of network marketing, it is of great significance to understand the consumption psychology of online consumers.

In the Internet era, facing more and more fierce market competition, how to better touch the heartstrings of consumers and maximize the positive promotion effect of enterprise promotional activities as a marketing tool needs to uncover the mystery of consumers' psychological decision-making process and deeply study the internal psychological reaction mechanism before consumers make purchase decisions. Anticipatory regret comes into being before purchasing action, which is the anticipatory experience of regret emotion formed by counterfactual thinking and evaluation of decision-making results when people choose goods. Due to the different expected choice results, consumers will eventually take opposite actions. Under the background of the Internet era, the shopping environment is no longer single, which makes the uncertainty of shopping higher. Expected regret plays an increasingly significant role in consumers' daily purchase decisions. This paper discusses the impact of promotion strategies on consumers' expected regret. It is of great significance to reveal the psychological mechanism behind consumers' limited rational behavior in shopping, and to promote marketing practice and strengthen consumers' expectation of inaction.

Based on the current situation of contemporary network consumption, this paper analyzes the consumer psychology that may appear in the process of network consumption, and further expounds the influence of marketing mode on consumer psychology, so as to enhance the attention of network marketing groups to consumer psychology. Based on consumer psychology to develop more perfect network marketing strategy, help to improve the level of network marketing.

Subjects and methods: Research design: In this paper, according to reading a lot of literature, summed up the four marketing strategies of network marketing, namely: perceived quality, cultural marketing, nostalgic advertising, service quality marketing, the four marketing strategies selected above cannot include all the marketing strategies, but due to the limited research ability, only the above strategies are selected for research.

The questionnaire of this study is distributed in the form of questionnaire star on a large scale. The specific method is to send questionnaires to students, relatives and friends through chat tools and ask them to fill in. At the same time, they are required to send questionnaires to their classmates and colleagues to expand the scope of the survey and obtain the survey data by snowballing. At least 200 questionnaires are required.

From May to June in 2020, a total of 265 questionnaires were received in 31 days. Through the careful examination of the answers to the questionnaire, the number of effective questionnaires was 244, and the effective rate was 92.07%.

Methods of statistical analysis: Using the method of mathematical statistics to analyze the data and test the research hypothesis. In this study, through the design of the questionnaire and the pre survey, the design of the questionnaire is tested, and on this basis, whether there are bad items in the questionnaire is analyzed. After the pre survey, formal survey was conducted to verify the research hypothesis with a large number of data collected. The statistical danalysis tool used in this study is SPSS17.0.

Results: Correlation analysis method is mainly used to study the dependency relationship between variables. If there is a dependency relationship, then analyze the direction and degree of correlation. It is

usually required that the correlation between the two marketing models should be high, and their correlation coefficient should be statistically significant. Pearson correlation analysis is used in this paper. The correlation coefficient is used to express the linear correlation degree between two variables, which is in (-1, +1) interval. The closer to -1 or +1, the higher the degree of correlation. The related effects of different marketing models on consumer psychology are shown in Table 1.

Table 1. Results of different marketing models on consumer psychology.

Related variables	Correlation coefficient
Perceived quality—Cognitive trust	0.397**
Perceived quality—Emotional trust	0.392**
Cultural marketing—Cognitive trust	0.386**
Cultural marketing—Emotional trust	0.370**
Nostalgic advertising—Cognitive trust	0.609**
Nostalgic advertising—Emotional trust	0.569**
Service quality—Cognitive trust	0.637**
Service quality—Emotional trust	0.585**
Cognitive trust—Emotional trust	0.717**
Cognitive trust—Purchase intention	0.645**
Emotional trust—Purchase intention	0.628**

Note: **indicates significant correlation at 0.01 level.

It can be seen from Table 1 that the four marketing models in the study are significantly correlated and positively correlated. Therefore, the impact of the four marketing models has been preliminarily verified. However, when there is a significant positive correlation between the four models, it does not mean that the significant correlation can still be obtained when multiple models are tested at the same time, so it is necessary to make regression analysis on the research hypotheses.

Regression analysis is one of the most commonly used data statistical analysis methods, using regression analysis can understand the quantitative relationship of each variable. In order to ensure the correctness of multiple regression analysis and multiple regression analysis at the same time.

D-W value was used to test the sequence autocorrelation. When *D-W* value is about 2, there is no autocorrelation. For the test of multicollinearity, we can use the *VIF* value (variance expansion factor). When the *VIF* value is less than 10, there is no significant multicollinearity.

By using the stepwise regression analysis method, this paper takes perceived quality, cultural marketing, nostalgic advertising and service quality as independent variables, and cognitive trust as dependent variables for regression analysis. The analysis results are shown in Table 2.

Table 2. Summary of regression models.

Model	R	R^2	Adjust R^2	Standard error of estimation	D-W	F	*Sig.*
1	0.655a	0.429	0.426	1.800		159.299	0.000a
2	0.706b	0.498	0.493	1.691	2.156	104.708	0.000b
3	0.720c	0.519	0.512	1.660		75.443	0.000c
40.665	0.727d	0.529	0.520	1.646		58.679	0.000d

a. Predictive variables: (constant), quality of service

b. Predictors: (constant), service quality, nostalgic advertising

c. Predictive variables: (constant), quality of service, nostalgia advertising, perceived quality

d. Predictive variables: (constant), service quality, nostalgic advertising, perceived quality, cultural marketing

e. Dependent variable: cognitive model

It can be seen from the results in Table 2 that the adjusted coefficient of determination R^2 is 0.520, which indicates that the regression equation explains 52.0% of the total variables. At the same time, the *D-W* value is 2.156, which is about 2, so there is no sequence correlation. The significance level of *F* value is 0.000, which indicates that the linear relationship of the four regression equations is significant.

Conclusion: Based on the literature review and the summary of previous research results, this paper

puts forward four kinds of marketing stimulation modes in the Internet era, namely perceived quality, cultural marketing, nostalgic advertising and service quality. These four variables can affect consumers' purchase intention of Internet marketing products, and they are all positive.

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EDUCATIONAL MODEL OF PROFESSIONAL DANCE ROLE BEHAVIOR CHARACTERISTICS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is a branch of psychology that studies the social psychological phenomena of individuals and groups. It has a wide range of concepts. Various factors of Social psychology have different effects on dance teaching. It can not only promote the development of dance teaching, but also have certain restrictive and interfering effects on dance teaching. Social psychology holds that school, as a social organization, has a complex nature, while class is a relatively independent psychological unit in the social organization of school. The level of interaction between teachers and students directly affects the teaching effect. The traditional teaching pays attention to the teacher in the classroom the importance, neglects student's main body status, over time will let the teacher and the student have some estrangement psychologically. Modern teaching theory puts students' autonomous learning and independent personality in the first place, and pays attention to the equal communication and interaction between teachers and students. Therefore, the study of dance teaching methods from the perspective of social psychology is of great significance to professional dance character behavior constraints.

Objective: From the point of view of social psychology, this paper analyzes the root causes of contradictions in dance teaching, clarifies the behavior characteristics of professional dancers, and puts forward some interactive modes to solve these contradictions.

Subjects and methods: Teachers' cognition of their own roles and their emotions in class will inevitably lead to the fluctuation of students' enthusiasm for learning. On the contrary, whether students are serious in learning and whether classroom discipline is good or bad will also affect teachers' enthusiasm for teaching. Therefore, in dance teaching, whether teachers or students, their speech or voice, their every body movement, expression and gesture have a symbolic meaning and interaction, will affect the level of role playing and the effect of teaching activities.

Using the method of interview, a questionnaire was designed for 30 teachers and 45 students in a dance college. The contents of the questionnaire include satisfaction, interest, whether the teacher's teaching content can meet the students' psychological needs, whether the students can effectively understand the classroom content and the teaching direction that can be improved.

Results: The result of the questionnaire shows that the students are not satisfied with the classroom arrangement. The first is the communication in the teaching process, the proportion is 93.5%, the reason is that the teaching content mostly stays in the traditional body dance traditional routine teaching, does not pay attention to the communication with student. The reason is that teachers think that they have certain leadership and control in dance teaching, students cannot play the main performance and dissatisfaction with teachers, this dissatisfaction is mainly manifested in the low enthusiasm of students in learning, in teaching tiredness behavior. Students do not want to be limited by too many teachers, I hope they can have more freedom in dance training, to be able to train independently. It is precisely because of the students' autonomy and freedom, conflicts with teachers are unavoidable. Social psychology often refers to this kind of conflict as social distance, or cultural and traditional barriers. Thus, in the traditional dance teaching in the past, the relationship between teachers and students is only a subject and control. This kind of relation neglects the student's psychology, neglects the student's classroom main body status.

The second place is the teaching venues and facilities, accounting for 79.6% of the total. Wall mirrors, levers and multimedia video facilities are relatively old. Not only can the current venues not meet the needs of teaching, but also cannot create a proper physical dance atmosphere. In this environment, learning psychology is more depressed and not comfortable. Questionnaire feedback: the process of dance teaching is not only the transfer of dance knowledge and skills, but also the emotional exchange between teachers and students, and the interaction and influence of attitude and behavior. At the same time, the modern teaching theory of information feedback and sociology of symbolic interaction theory, the teaching process is the two-way information communication and interpersonal interaction process. Based on the above two-way communication and interaction theory, three modes of interaction and communication in

dance classroom instruction are established from the perspective of social psychology (Figure 1).

(a) Two-way communication mode   (b) Multidirectional communication mode   (c) Multilevel communication mode
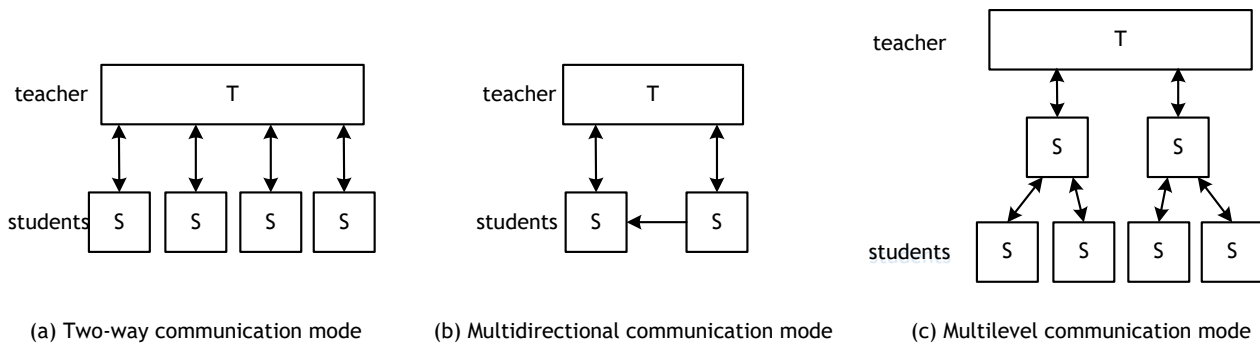
Figure 1. Three modes of interaction and communication in dance classroom teaching.

From the angle of social psychology, after considering the psychological characteristics of students, understanding the root of contradiction in dance teaching is helpful to clarify the character behavior characteristics of professional dance and provide some ideas and reference for professional dance teaching.

Conclusions: From the perspective of psychology, the conflict between teachers and students should be reflected in the traditional teaching only when the students consciously participate, can they interact with the teachers equally, and the students can trust each other and make progress together.

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EXPLORATION AND THINKING OF SITUATIONAL TEACHING OF PHYSICAL EDUCATION CLASSROOM CONSIDERING PSYCHOLOGICAL NEEDS

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Background: Students in different periods have different psychological needs in different periods because of their age, physiology, experience and other factors. At the present stage, physical education has stepped into the era of quality education, which emphasizes the importance of students' learning mood and emotions. In the teaching of physical education, we often find that when the physical education teacher that class created lively, cheerful, let every student like this class of physical education, this class of physical education teaching is very successful. Therefore, in the process of education, considering students' psychological needs can stimulate and promote students' emotional activities, cognitive activities and practical activities; Can provide students with rich learning materials, effectively improve teaching and learning; It can meet students' psychological needs of discovery and development, stimulate students to think positively, explore actively, constantly discover and solve problems, and independently construct knowledge and enrich emotions in the process of solving problems.

Objective: Seize the students' psychology, meet the students' emotional needs, respect needs and self-realization needs, and explore the optimal teaching methods of physical education classroom scene.

Subjects and methods: Middle-distance running is the endurance race in the physical education class, which is considered boring by the general students. For a school student, therefore, to eight sports teachers' teaching and students as the research object, to the teaching of the divided into experimental group and the control group, control group routine training, the experimental group into account students' psychological needs, set up sports class situation before the class teaching, the teacher in class in a planned way to design a situation, such as the mat when grass, bricks for obstacles, medicine balls when mines, etc., let the students in the joy of complete the climb, jump, moving, running, and encouraging language teachers gave students a certain emotional color). After three consecutive classes of PE classroom teaching, the PE teachers' self-evaluation form of teaching effect and the feedback form of students' opinions on teaching effect were filled in, and the teaching effect observation form was used as the research observation tool to calculate the teaching results.

Results: Through the test, it is found that in the experimental group that considers the psychological needs of teaching, students' participation and enthusiasm are higher, and the results of the physical education teachers' self-evaluation table are more objective. It can be seen that the physical education teachers in the experimental group are more satisfied with their teaching effect and the teachers' status is

better. The statistical results of students' comments feedback table and teaching observation table are satisfactory. While the control group, the teacher self-evaluation table clearly as you can see, this group of teachers' teaching process is not well, the teacher selects "general" option is more, also, the student feedback forms, more than 76% of the students' feedback on teaching content boring, whole course cost too much energy, is too much for physical fitness, and teaching observation table shows the results are consistent. In fact, students in the experimental group needed more physical energy, but because they were interested in the class, they did not feel tired, and even hoped that the class could be extended longer. The overall evaluation of the feedback form of students from different groups is shown in Table 1.

Table 1. Feedback form of student comments.

	Satisfaction/%	General/%	Discontent/%
The experimental group	92	8	0
The control group	36	45	19

Therefore, the following results can be summarized: The teaching form of designing situation in physical education teaching has many merits. It not only accords with the characteristics of students, but also accords with the requirements of quality teaching of students. The creation of situations can enable students to be cultivated in exciting "activities", which can better cultivate students' habits of independent activities, stimulate their interest in learning and inspire their imagination than passive mechanical exercises. Situational teaching should be targeted, which is beneficial to cultivate students' patience, restraint and willpower. The collectivism spirit can be cultivated in situational activities, which is conducive to the cultivation of cooperative spirit and the ideological quality of courage and hardship.

Physical education classroom scene teaching is to follow the people-oriented, focus on students' learning, focus on the cultivation of students' innovative spirit of thought, adhere to face to all students, respect students' own development characteristics and rules, so that students can lively, active development. The focus of teaching is transferred to guide students to take the initiative to guide students to want to learn, will learn, good at learning. Situation to optimize the teaching situation, for the space to create situations with the main line, according to the characteristics of the teaching material, teaching methods and students' specific learning situation, build a kind of rich situations in the classroom atmosphere, lets the student activities organically into learning knowledge learning activities, the situational teaching pay attention to emphasize student's enthusiasm, emphasize the cultivation of interest, to form the active development of motivation, advocate let the student through the observation, accumulate and rich perceptual knowledge, let students cognitive development, step by step in practice and creation, in order to improve students' physical quality.

Conclusions: In the physical education teaching, under the premise of considering the students' psychological needs, we should create a good physical education scene from the interest, from the students' liking and from the physical education teaching reality. Through the creation of sports scene, stimulate the students to participate in the passion of physical exercise.

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CONSTRUCTION OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION SYSTEM FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: For a long time, the traditional education model has suppressed students' innovative spirit and creativity. In today's fierce talent competition environment, how to alleviate the employment pressure of college students, inspire their passion and entrepreneurial drive, for local colleges still like blind men, if the deviation in the right direction, is likely to further stimulate the blundering psychology and biased view of wealth, cultivate a group of high ability egocentric or cannot face the startup failure collapse, the result is not only conducive to the harmonious development of society, it will accelerate the instability of the society. Thus, we can draw lessons from the ideas and methods of positive psychology, which can cultivate positive personality quality and stimulate the inner positive power of people, to carry out innovation and entrepreneurship education. Positive psychological quality is a relatively lasting and positive emotion and emotional experience formed during the growth and interaction with the environment, as well as an

optimistic attitude towards the future. It is very important for college students who carry out innovation and entrepreneurship practice. Some positive psychological qualities, such as self-determination, play an important role in stimulating the internal motivation of individuals and the development of society.

Object: In order to help college students form positive entrepreneurial psychological quality and enhance the cultivation effect of entrepreneurial psychological quality of college students, this paper analyzes and summarizes the existing problems in the cultivation of entrepreneurial psychological quality of college students on the basis of the questionnaire survey on the status quo of entrepreneurial psychological quality of college students, and carries on a profound analysis of the problems. From the perspective of positive psychology, this paper gives full play to the positive forces of school, society, family and individual, and puts forward corresponding countermeasures to help college students form positive entrepreneurial psychological qualities and realize their entrepreneurial dream and life value.

Subjects and methods: This survey selected college students (all from full-time undergraduate universities). I distributed the "Questionnaire on the Status Quo of College Students' Entrepreneurship Psychological Quality" to 500 undergraduate students in grades 1-4 of 4 universities, and effectively recovered 479 copies, with a recovery rate of 95.8%.

Study design: The design of the questionnaire is as follows: there are two parts and a total of 23 questions, which are related to school, society, family environment and college students themselves. The first part is the background information of the respondents, which consists of seven questions. The second part is a survey on the status quo of entrepreneurial psychological quality of college students, including 16 topics.

Methods of analysis: At the same time, methods such as comparison, induction and summary are used to comprehensively analyze and sort out the survey data, and illustrated with diagrams. Finally, the advantages and disadvantages of the entrepreneurial psychological quality of college students are summarized, and the problems existing in the cultivation of the entrepreneurial psychological quality of college students are analyzed from four aspects, namely school, society, family and college students. At the same time, the reasons for the problems are analyzed.

Results: The specific research results are shown in Figure 1. The specific analysis results are as follows:

(1) Most college students are interested in starting a business. When asked "I am very interested in starting a business", 31.21% of students choose "strongly agree", 44.71% of students choose "agree", and 23.66% of students are not sure about "disagree", "strongly disagree" and "not sure". It shows that most college students are interested in entrepreneurship and have a certain sense of entrepreneurship.

(2) Most college students have confidence in starting a business. When asked "I have the courage to overcome difficulties in starting a business", 17.93% of them choose "strongly agree" and 57.09% agree, while 24.56% choose "disagree" and "strongly disagree". It shows that most students have the determination to overcome difficulties. When asked "I can face setbacks in entrepreneurship with a positive attitude", 80.63% of students choose "strongly agree" and "agree", while 19.37% choose "disagree", "strongly disagree" and are not sure. It shows that most college students are still optimistic about starting a business.

(3) Most of the college students with the sense of responsibility when asked "I think the business should not only to family and personal responsibility, should undertake the social responsibility", select "strongly agree" with 12.1% and "agree" (34.88%), and select "not agree" and "strongly disagree" and "not sure" accounted for 53.02%. It can be seen that most students can realize that they should be responsible for themselves and their families, but there is still a lack of awareness of social responsibility. When asked "I can bravely bear the consequences of my actions", 22.28% of students choose "strongly agree" and 52.41% of students choose "agree", while 25.31% choose "strongly disagree", "disagree" and "not sure". It shows that most college students can take the initiative to bear the possible consequences of their behavior, which is a manifestation of responsibility for themselves.

Based on the above results, the innovation and entrepreneurship education system for college students from the perspective of positive psychology is constructed, which mainly includes:

(1) Colleges and universities should play a major role in cultivating college students' positive entrepreneurial psychology, such as setting up positive entrepreneurial education concepts, perfecting methods and modes of cultivating entrepreneurial psychological quality and improving supporting facilities of entrepreneurial psychological quality, etc.

(2) The society should build a positive organizational system, such as improving entrepreneurial policies, enhancing entrepreneurial confidence, and encouraging college students to start their own businesses.

(3) Family plays a fundamental role in the cultivation of college students' entrepreneurial psychological quality, such as changing employment concept, cultivating positive entrepreneurial psychological quality and improving entrepreneurial confidence, and cultivating children's positive and optimistic attitude towards life.
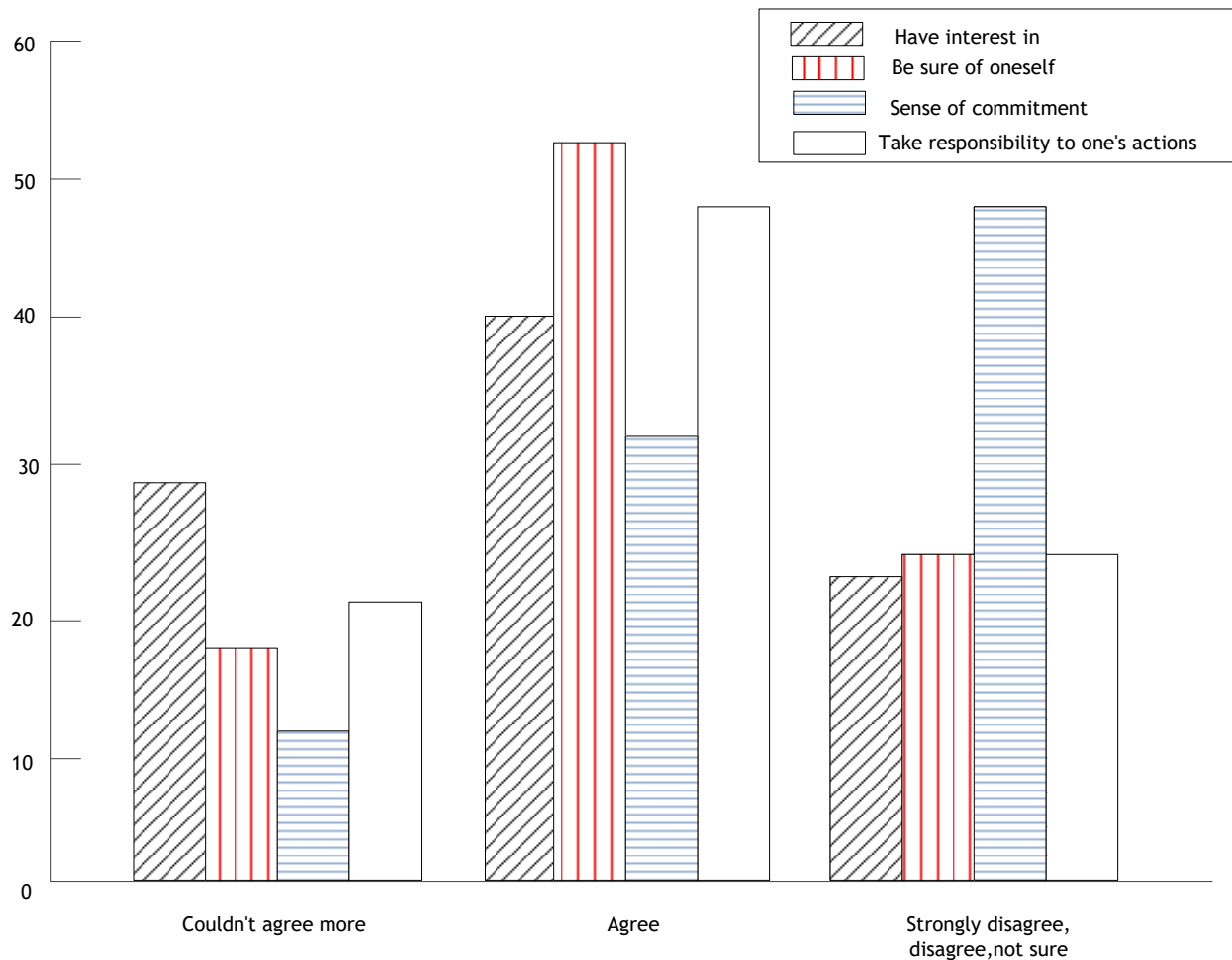
Figure 1. Questionnaire on the Status Quo of Entrepreneurial Psychological Quality of College Students.

Conclusions: Positive psychology believes that the formation of an individual's positive experience and positive personality is not only determined by genes, but also largely affected by the external environment in which the individual lives. So to cultivate college students' positive psychological quality in business, you should constantly optimize the environment of colleges and universities, the social environment for college students venture to build a positive, optimistic upward of entrepreneurial environment, family can also change concept, build a good education system, promote the formation of the college students' entrepreneurship psychological quality.

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PERSONALIZED MARKETING MODE OF E-COMMERCE UNDER THE CONCEPT OF CONSUMER PSYCHOLOGY

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Background: With the rapid development of Internet technology, e-commerce gradually occupies an important position in the market driven by Internet technology. The advantage of e-commerce is that it is based on the Internet, breaks through the traditional concept of time and space, reduces the distance between production, circulation, distribution and consumption, and greatly improves the effective transmission and processing of logistics, capital flow and information flow. Today, with the development of e-commerce, online consumption psychology presents new features and trends. The rapid rise of

e-commerce has changed the market environment, which not only changes the consumer psychology, but also changes the marketing strategy of businesses.

Objective: Under the operation of the new marketing mode of e-commerce, how to grasp and cater to consumers' consumption psychology and behavior, and according to the information obtained, put forward effective solutions to speed up the development of e-commerce in China, which is a great event with social benefits and economic value. Therefore, it is necessary to build a consumer psychology model and analyze the personalized marketing mode of e-commerce under the concept of consumer psychology, so as to provide some reference for the long-term development of e-commerce.

Subjects and methods: By using the method of questionnaire statistics, 500 questionnaires were sent out to the society, and 476 of them were returned, with a recovery rate of 95.2%. The content of the questionnaire is mainly about the psychological state of users' consumption on the Internet. The psychological variables of online consumption include five values, which correspond to users' convenience, affordability, quality, personality and worry; The attribute variables are discount, price, grade, sales volume, evaluation, distance, brand and uniqueness. Statistics of the results of each questionnaire, the use of Bayesian network toolbox (BNT) has been integrated into the MATLAB software as an experimental tool to establish user network consumption psychological model. Based on the model, the corresponding personalized e-commerce product recommendation is given, and the recommendation results are fed back to the users who participate in the questionnaire survey, and the satisfaction of each user and the accuracy of the recommendation are counted.

Results: According to the results of the questionnaire survey, the probability table of users' online consumption psychological categories is obtained, as shown in Table 1. Users' online consumption psychology from strong to weak is quality, convenience, worry, benefit and personality. The statistical probability is sorted from large to small, and the psychological category of online consumption whose cumulative percentage is the first more than 75% is selected as the user's decision-making consumption psychological category. For users, the cumulative probability value of quality psychology, convenience psychology and worry psychology is more than 75%, and they think that users mainly focus on the quality of goods, convenience degree and related hidden dangers brought by online shopping in actual consumption.

Table 1. Probability table after statistics of users' online consumption psychological categories.

Convenient	Substantial benefits	Seeking quality	Personality	Worry
0.220	0.151	0.349	0.078	0.202

Thus, 10 kinds of goods are given, and the number of goods is 1-10. The probability of online consumption psychological category is obtained by using the online consumption psychological model, and the recommendation results are given according to the probability. The recommendation results in Table 2 are fed back to the online consumers who participate in the questionnaire survey, and the questionnaire statistics are conducted again to determine the accuracy of the recommendation results. According to the feedback statistics, the accuracy of recommendation is about 77.9%, and the satisfaction is 74.5%. It can be seen that under the concept of consumer psychology, the consumption psychology model of Internet users is constructed, and the personalized recommendation products are given according to the model, so as to improve the current non targeted marketing mode, optimize the personalized marketing system, and provide reference for e-commerce to provide direction and reference for the long-term development of the industry.

Table 2. Product recommendation results of Internet users.

Commodity number	Convenient	Substantial benefits	Seeking quality	Personality	Worry	Recommended results
1	0.176	0.037	0.654	0.098	0.035	Not recommended
2	0.098	0.213	0.302	0.298	0.089	Not recommended
3	0.308	0.062	0.401	0.021	0.208	Recommend
4	0.021	0.275	0.154	0.056	0.494	Not recommended
5	0.231	0.004	0.539	0.028	0.198	Recommend
6	0.221	0.054	0.407	0.102	0.216	Recommend
7	0.002	0.457	0.135	0.249	0.157	Not recommended
8	0.298	0.087	0.387	0.036	0.192	Recommend
9	0.104	0.241	0.207	0.296	0.152	Not recommended
10	0.174	0.133	0.468	0.216	0.009	Not recommended

Conclusions: Nowadays, consumers not only pay attention to the value of the commodity, but also pay more attention to the satisfaction of the internal psychological needs of the goods. Considering that users' consumption psychology is the key decision-making factor to determine their purchase behavior, it is a severe test for today's e-commerce enterprises to combine the consumption behavior and psychological characteristics of the target users, so as to make personalized and targeted marketing plans. From the perspective of consumer psychology, this paper studies the recommendation methods of users' online consumption psychology. The empirical analysis results show that the personalized recommendation given in this paper can provide a new reference for e-commerce marketing mode, and provide a certain reference for the sustainable development of e-commerce system.

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OPTIMIZATION ANALYSIS OF INDIVIDUALIZED EDUCATION MANAGEMENT MODE IN COLLEGES AND UNIVERSITIES BASED ON SOCIAL PSYCHOLOGY

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Background: The basic idea of social psychology is put forward by psychologist Irwood. The basis of research is group life. The main starting point of research is human habits, reaction, communication, instinct and other behaviors. At present, with the increasing enrollment of colleges and universities, personalized education management is facing a new form. The conventional education management mode pays attention to the mastery of students' textbook knowledge and ignores the role of personalized education in mental health education, which also leads to the poor overall effect of university education management. In order to adapt to the basic requirements of the new situation for the personalized management of colleges and universities, we need to improve the quality of education the relevant personnel actively adjust the management methods, adopt the relevant factors of social psychology on the basis of the conventional management mode, strengthen the communication with students, and improve the quality of management.

Objective: From the perspective of personalized psychology teaching in Colleges and universities, it can play an important role in the analysis and application of psychological teaching.

Subjects and methods: Through the interview survey of five comprehensive colleges and universities in a certain area and the distribution of network questionnaire, 200 questionnaires were distributed and 200 questionnaires were recovered in this survey. The recovery rate of the questionnaire is 100%, of which 180 are effective, and the effective rate of the questionnaire is 90%. The content of the questionnaire includes students' evaluation of their own personality, their preference for subjects and the reasons for their preference, specific learning methods, whether to make a plan for learning, whether to support the school to adopt personalized education programs and other 13 questions. Specific options are given, and the results of the questionnaire are summarized for statistical analysis.

Results: Take three questions as examples, which are "your learning attitude towards various subjects", "do you think the school's teaching methods can adopt personalized teaching" and "why don't you like learning", and give the statistical results. The specific results are shown in Table 1-3.

Table 1. Statistical results of learning attitude of each subject.

Learning attitude	Like it very much	Like	Don't like it or hate it	Hate
Proportion of people /%	13.6	47.9	36.4	2.1

Table 2. Views on whether the school can adopt personalized teaching.

View	Can	Not always	No	Can try
Proportion of people /%	20.8	26.7	5.8	46.7

Table 3. Reasons of dislike learning.

Reason	No interest	The course is difficult	The teacher didn't teach well	The classroom is boring
Proportion of people/%	0.5	43.7	29.3	26.5

From the experimental results in Table 1-3 above, it can be seen that most students don't like learning

because they are not interested in learning, but think that the course is difficult, and the teaching form of teachers is boring and the teaching method is boring. Combining with Table 1, it can be seen that students hardly hate learning itself, and even most like to study. Only the current teaching methods of colleges and universities cannot attract learning Students' attention, therefore, most students think that they can try personalized teaching scheme to improve their learning interests and improve the current learning situation.

Based on this, this paper puts forward the optimization strategies of personalized teaching in Colleges and universities, mainly including: (1) We should respect students' principal position and implement humanized teaching mode. The so-called humanized teaching mode is to teach students in accordance with their aptitude on the basis of knowing well the students' psychological thinking mode. Teachers should respect the differences of students and use diversified teaching methods to guide students' learning behavior; In addition, although the teaching content needs rigorous rational thinking, the teaching method can be emotional and humorous. On the basis of fully observing the psychological characteristics of students, teachers should teach the teaching content with the teaching method of directly hitting the deep heart of students. (2) Pay attention to students' psychological barriers and solve the psychological problems of students. Due to the multiple influences of society, family, teachers and students, many college students will have all kinds of psychological obstacles and problems, which will seriously affect their study and life. Therefore, teachers should always pay attention to the students' psychological trend, timely observe the students' psychological problems, and strive to eliminate the students' psychological obstacles. For example, many students in the learning process will have serious fear of difficulties, rejection, which leads them to treat learning in a negative way, and often produce procrastination, conflict behavior. Therefore, teachers should conduct timely psychological counseling for such students, and dispel students' psychological concerns in a step-by-step way. (3) In daily teaching activities, the correct use of positive psychology. Traditional education methods often adopt strict and high-pressure means: Serious classroom, strict assessment, harsh face, always criticize, punish, punish, even get rid of, in order to maintain the dignity of teachers, the result is counterproductive. The application of positive psychology will play an important role in the teaching process of colleges and universities. If teachers can use positive psychology scientifically and reasonably, the teaching effect will be optimized to a certain extent. In teaching activities, teachers should stimulate each student's inherent potential and quality with a positive vision, so that they can improve their sense of happiness, identity and belonging under the guidance of positive forces and the bath of kindness and virtue.

Conclusions: Colleges and universities should combine their own teaching advantages, make full use of psychological principles, guide students to establish self-confidence, stimulate students' enthusiasm and enthusiasm for learning, and try to help them overcome psychological barriers, solve psychological problems, form a good psychological state, so that they can feel more happiness and existence value in their daily study and life. This is not only conducive to the future development of students, but also conducive to the comprehensive quality of talents and the overall improvement of the level of economic development.

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APPLICATION OF MENTAL HEALTH EDUCATION IN IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

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Background: Healthy psychology is the psychological basis and power for college students to grow up. College students face pressure in study, life, economy, employment and emotion. Mental health education has brought infinite vitality and vigor to the ideological and political education of college students. Ideological and political educators should master the psychological characteristics of college students, use psychological counseling technology in Ideological and political education, and guide students' thoughts in

the right direction, which can play a good effect in Shaping College Students' self-esteem, self-confidence, rational peace, positive social mentality. However, according to the relevant investigation and research, most college students have some psychological problems, and even affect their normal life. Therefore, college students' mental health education and ideological and political education are important parts of college moral education. It is necessary to effectively combine the two in the process of comprehensively promoting quality education and cultivating high-quality talents. However, according to the relevant investigation and research, most college students have some psychological problems, and even affect their normal life. Therefore, college students' mental health education and ideological and political education are important parts of college moral education. It is necessary to effectively combine the two in the process of comprehensively promoting quality education and cultivating high-quality talents.

Objective: The effective combination of mental health education and ideological and political education can strengthen and improve the mental health education of college students, and provide new reference for the healthy growth of college students and the cultivation of high-quality qualified talents.

Subjects and methods: Using the methods of questionnaire survey, tracking and interview, this paper analyzes and excavates the data results, and makes a specific analysis on the role and application of mental health in Ideological and political education. 350 students from different majors were randomly selected from a certain school, and anonymous data were collected by questionnaire survey. Then 50 students from different colleges were randomly selected for one-to-one interview and further screening. Among them, the content of the questionnaire includes psychological status, whether psychological counseling is needed, etc.

After the questionnaire survey, targeted in the ideological and political education courses to add mental health counseling courses, and added mental health minor courses, after a month of teaching, again random interviews with 50 students, compared with the psychological state before and after the mental health education courses.

Results: According to the results of questionnaire survey and interview, 20.6% of the students have serious psychological problems, which are mainly caused by neurosis. 74.12% of college students clearly indicated that there were more mental health problems among college students. It can be seen from Figure 1 that most college students think that their families and their past are unfortunate. These thoughts will seriously affect the psychological state of college students and bring them a negative attitude towards life. At the same time, 42% of college students have the idea of suicide, which is very terrible. In the interview, we asked about the causes of suicide of college students and found the main influencing factors It's the family environment. They think that their childhood is not happy and they are not cared and loved by their parents. They even think that it is better for their parents to have no family of their own. At the same time, the survey also found that 28.1% of the students may have different degrees of psychological barriers or psychological distress, mainly in environmental adaptation, self-management, learning, interpersonal communication, making friends and love, job hunting, personality development and emotional regulation. The prominent problems are: environment adaptation: obstacles in learning and environment adaptation; Personality development: lack of self-confidence, inferiority obvious; emotional adjustment: emotional instability; interpersonal communication: interpersonal relationship does not adapt.

When the students surveyed answered "what ways do you think college students can solve their mental health problems?" the first answer was "find a psychological counselor for education guidance", the second answer was "find friends and classmates to talk", and the third answer was "find a counselor to talk". When asked whether it is necessary to add mental health counseling course in Ideological and political education, 75% of college students support it, 12% think it can be tried, only 6% of college students do not support it and feel it has no effect.

On the basis of the above data, a one-month mental health assisted ideological and political education class was carried out. After random interviews with 50 students, it was found that 69% of the students' psychological state was alleviated and their interpersonal skills were significantly improved. However, 4% of the students still had serious psychological problems, which requires further psychological adjustment and guidance from the school to help the students walk as soon as possible To get out of psychological shadow and get good mental health.
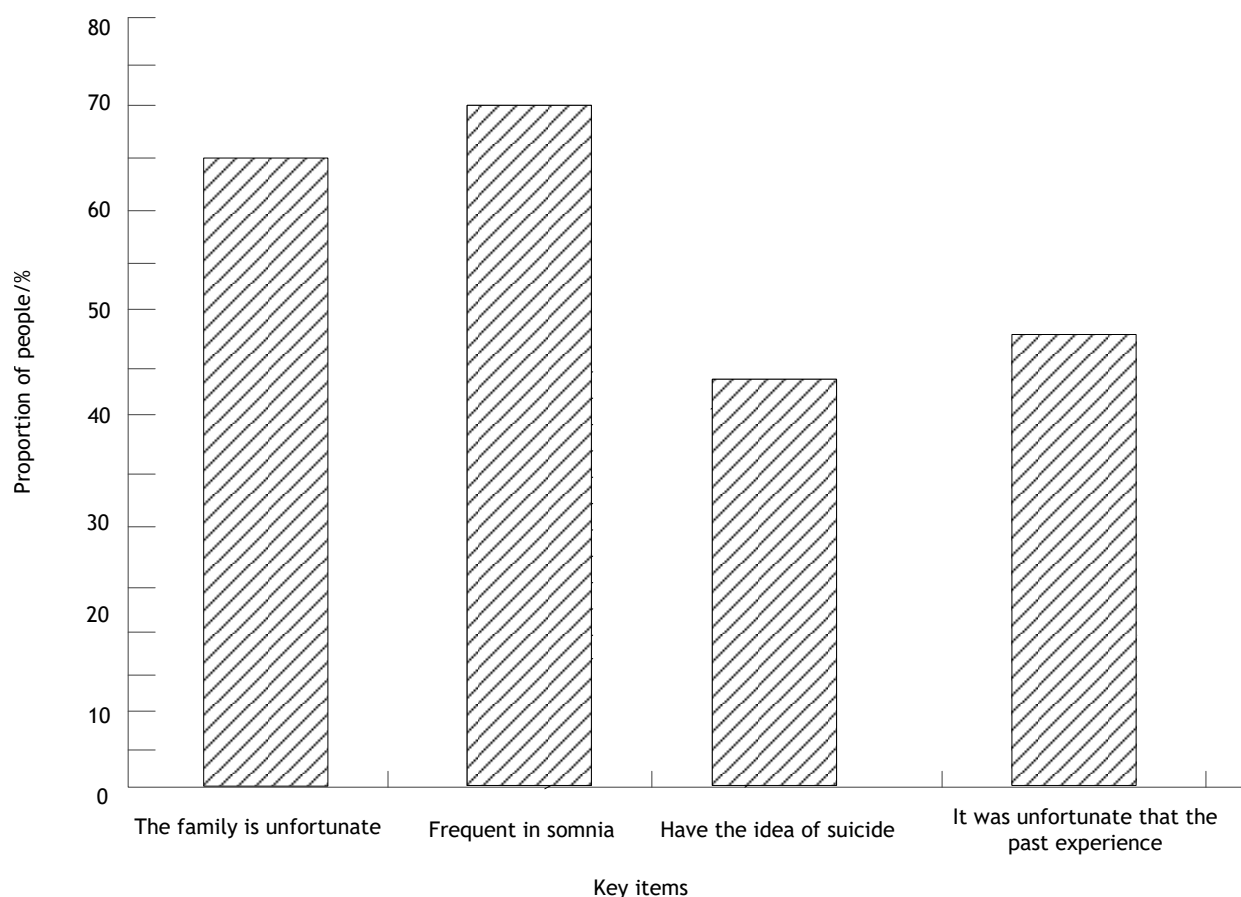
Figure 1. Results of questionnaire survey on key items.

Conclusions: College Students' Ideological and political education and psychological counseling are different, but they can blend. In the new era, the combination of Ideological and political education and psychological counseling is an effective way to solve the actual psychological problems of college students and enhance the effectiveness of Ideological and political education.

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IMPORTANT ROLE OF MENTAL HEALTH ANALYSIS IN PE WEIGHT-BEARING TRAINING TEACHING

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Background: Due to the reason of entering a higher school, contemporary students are faced with heavy schoolwork, psychological pressure is self-evident, and then a series of problems are coming one after another. Mental disorders and mental illness have become the most important problem that educators need to pay attention to. Cultivate good physical quality, social adaptation and psychological quality, eliminate the fear in sports, overcome the bad personality; Cultivate excellent will quality, promote the overall development of body and mind. How to make full use of the educational, competitive, cooperative and communicative characteristics of amateur training and teaching to guide students to experience all kinds of emotions in the process of physical training and exercise their will so as to achieve the purpose of improving their mental health is a problem that physical education teachers must seriously consider. The health curriculum of physical weight training takes physical practice as an important method to enhance the physical and mental health of the students. To combine mental health and physical training, to set up various processes of mental health education for students' psychological education, to do a good job in physical training and mental health regulation, will realize its due value.

Objective: Taking psychological satisfaction scale as a research tool, combined with physical exercise situation, 90 school students' psychological satisfaction was investigated and analyzed.

Subjects and methods: Taking psychological satisfaction scale as a research tool, combined with physical exercise situation, 90 school students' psychological satisfaction was investigated and analyzed.

Study design: The subjects were 90 students of grade 1 and grade 2 in 3 schools in a city. The average age of the subjects was 16-20 years old (17.6 ± 0.56 years old). Among them, 60 boys and 30 girls are involved in sports and non-sports majors.

Methods: The Affective Scale was adopted to evaluate the degree of psychological satisfaction, and the reliability of the scale was 0.76, including three dimensions, namely, common affective and negative affective balance of ten items. The score of affective balance is divided into three types, namely, (6-9), (5) and (1-4), according to the results, (6-9), (5) and (1).

After passing the group test, the subjects were required to answer the questions one by one after carefully reading the instructions according to the uniform provisions, and 90 copies were taken back on the spot, of which 83 were valid questionnaires (59 boys and 24 girls) had an effective rate of 92.2%. All data were analyzed by SPSS15.0 software, and $P < 0.01$ was the significant level, $P < 0.05$ was the significant level.

Results: The results of specific tests are shown in Table 1 and Table 2.

Table 1. Results of student psychological satisfaction survey.

Factor	Population	Sports major	Non-sports major	t	P
Positive emotion	1.98±1.12	2.12±1.07	1.7±1.37	0.844	0.382
Negative emotion	3.44±1.30	3.16±1.38	3.69±1.36	2.145	0.090
Affective equilibrium	3.86±1.36	3.07±1.60	3.93±1.56	-1.368	0.193

Note: ** is $P < 0.01$, * is $P < 0.05$, *P, T* is the comparison between sports majors and non-sports majors, the same below.

From Table 1, it can be seen that the positive emotion of PE majors is higher than that of non-sports majors, the negative emotion is lower than that of non-sports majors, and there is significant difference ($P < 0.05$), the emotional balance is lower than that of non-sports majors. This shows that the students of P. E. major have more positive emotional experience than those of non-P. E. major, and less negative emotional experience than those of non-P. E. major.

Table 2. Emotional balance status results.

Factor	Population (83)/%	Sports (27)/%	Non-sports major (56)/%
Unbalanced (1-4 points)	49/59.0	12/44.4	36/64.3
Intermediate (5 points)	23/27.7	7/25.9	13/23.2
Balanced (6-9 points)	11/13.3	8/29.6	7/12.5

As can be seen from the Table 2, the emotional balance of the students is mainly unbalanced (59.0%), followed by the intermediate (27.7%), and the number of the balanced (13.3%), and the proportion of the active exercise students is higher (29.6%) than that of the non-sports students (12.5%). Thus, students emotional balance is not optimistic, often exercise students emotional balance ratio higher than non-sports professional students. Research shows that students with emotional imbalance are more likely to have difficulties and contradictions in contact with the surrounding environment, resulting in interpersonal relationships, depression and other psychological symptoms.

Conclusions: Coaches should be good at discovering, analyzing and dealing with students' sports panic psychology, helping them overcome all kinds of bad personality psychology, and cultivating good mood and will quality. Only in this way can the teaching quality of the training course be improved more effectively and the sports reserve talents with high quality be cultivated. At the same time, we should actively carry out the activities which are suitable for students' psychology and help them to improve their mental health, so as to realize the real goal of promoting people's physical and mental health.

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MENTAL DEMAND CHANGE OF USERS ON MODERN MANUFACTURING TECHNOLOGY

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Background: With the rapid development of industry in today's society, the change of users' psychological needs has caused great changes in the direction of social needs. Due to the diversity and frequent changes of social demands, all kinds of manufacturing technologies are parallel, and the traditional energy and market competition are increasingly tense. These changes in the objective environment pose sharp challenges to the traditional mechanical industry, forcing the mechanical industry to quicken the pace of product renewal and development so as to be able to continuously produce various new products that save energy and materials in accordance with the requirements of high efficiency, good quality and low cost on the basis of making full use of the latest achievements in modern science and technology.

Objective: In order to provide reference for the development direction of modern manufacturing technology, this paper investigates the data of user's psychological demand, analyzes the problems of user's psychology and modern manufacturing technology, and discusses the influence of user's psychological demand on modern manufacturing technology.

Subjects and methods: Using questionnaire to collect and analyze the psychological characteristics of users, deal with the data of user's behavior characteristics, build the analysis model of user's psychological needs, and sort the user's psychological needs with individualized importance. Taking a modern manufacturing product as an example, the impact of modern manufacturing technology under the change of user's needs is analyzed by applying real products.

Study design: Questionnaires were distributed to schools, hospitals, factories, office buildings and other working units of different occupations. 50 questionnaires were distributed to each occupational unit, and a total of 200 questionnaires were distributed. 198 questionnaires were recovered with a recovery rate of 99%.

Methods: The contents of the questionnaire mainly include whether the functions of the products in modern manufacturing technology are in line with expectations or acceptable, and the answers are given in the form of scores. Examples of specific questionnaire questions are shown in Table 1. At the same time, in view of this product, uses the big data technology investigation different model product sales situation, and carries on the analysis with the questionnaire result correspondingly.

Table 1. Sample questionnaire questions.

Personalized demand	Problem	Dislike	Acceptable	It doesn't matter	Prefer	Like
Smart Reminders	Provide this functionality	0	1	2	3	4
	This feature is not available	0	1	2	3	4

Results: The results of the questionnaire show that users' psychological needs mainly include the following points: (1) Charisma needs, which are realized beyond users' expectations. When a product does not have such a feature, it does not cause dissatisfaction; once a product has such a feature, users' liking for it increases dramatically. Such requirements should be retained in order to increase user satisfaction. (2) The expected demand has a simple linear relationship with the satisfaction of the user. When a product can do this, the user is very satisfied; if the product does not, the user is very dissatisfied. And the more such requirements are met, the more satisfied users are. Therefore, such requirements should be retained. (3) Essential requirements are the functions that the user considers necessary for the product. If the product does not have this feature, the user will think that the product has failed and the user's satisfaction level will not increase because of the existence of such features. This kind of functionality is required in the final product, but should not be included in the scope of customization, so this kind of requirement should be eliminated. (4) Undifferentiated needs, where the presence of such needs is so low that users do not even notice them, that the realization of such needs has little impact on user satisfaction. But for enterprises, the existence of such requirements will increase the development costs. Therefore, such requirements should be eliminated. (5) Reverse requirements, which will reduce the degree of user satisfaction and should be excluded from customization of user requirements, and are best not to appear in the final product.

Based on the survey results and big data statistics, it is found that the sales volume of this model is the highest when the user's psychological needs are charm demand and expectation demand, while the necessary, indifference or reverse demand of the user's psychological needs has little impact on the sales of products in modern manufacturing. Therefore, it shows that the user's psychological demand has a certain

impact on modern manufacturing industry, and modern manufacturing technology needs to adjust its manufacturing focus according to the user's psychological demand, so as to improve its own industry competitiveness.

Conclusions: For the modern manufacturing industry, manufacturing enterprises shall take the initiative to explore changes in users' psychological needs, cater to changes in users' psychological needs, and become industry leaders; have keen insight, and on the basis of meeting existing needs, explore users' deep psychological needs, and then adapt to market development requirements through service innovation, consolidate and strengthen their market competitiveness, and achieve sustainable development.

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SOCIAL PSYCHOLOGICAL ANALYSIS OF ROLE AND BEHAVIOR CHARACTERISTICS OF CONTEMPORARY UNIVERSITY TEACHERS

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Background: Society is like a broad stage. Everyone plays a certain role on this stage, with role norms and role behaviors associated with their social status, and each social role has a set of specific psychological and behavioral manifestations.

Objective: As a contemporary university teacher, its role is complex and diverse, with its own unique role norms and role behavior. It is of great significance to fully understand the characteristics of the roles played by university teachers and the psychological qualities and skills of these roles for the improvement of teachers' self-quality, the perfection of their character, and the coincidence of their psychology and behavior with their roles, so as to better fulfill the mission entrusted by society and fulfill the sacred duties of university teachers in the new era. Extensive knowledge is the foundation for people to make achievements in any profession. Under the background of knowledge and information, teachers should strive to learn science and culture, and be good at mastering career related knowledge and information. Education is a lofty cause of mankind, and the bearer of this cause is the teacher. Teachers transmit human cultural and scientific knowledge, carry out ideological and moral education, and cultivate new generation after generation. The historical mission of teachers is glorious and arduous. People use "hundred years old" to express the profound significance of teachers' work, and to express their reverence for teachers by "hard gardeners" and "engineers of human soul". The hope of rejuvenating the nation lies in education and the hope of education lies in teachers. Teachers are the basis of national hope, and they shoulder the important task of cultivating the builders and successors of socialist modernization. And university teachers play a special social role with their specific historical tasks and constitute their special social status. Therefore, in the process of teaching, university teachers should master relevant theoretical knowledge and skills He became a learned and well-informed scholar.

Subjects and methods: This paper uses the methods of literature research and observation to analyze the role characteristics and behavior characteristics of contemporary university teachers in order to provide reference for related research. Teachers are a noble social profession and shoulder the responsibility of training talents. The role of teachers refers to the behavior mode that is determined by the social status of teachers and expected by the society. That is, the role of teachers represents the status and identity of teachers in social groups, and contains many behavioral patterns that the individual teachers should perform. First, the role of preacher. Teachers have the mission of transmitting the traditional social morality and orthodox values, and "the way exists, the teacher also exists". After entering the modern society, although the moral and values have diversified characteristics, the moral and values of schools and teachers always represent the moral and values in the dominant position of society and guide the young students with this concept. Second, the role of the demagogue. Teachers are the trainers of talents in all walks of life. They carefully process and organize the talents on the basis of mastering the knowledge experience and skills acquired by human beings through long-term social practice and help them master the knowledge accumulated by human beings for hundreds and thousands of years in a short time and form their

own knowledge structure and skills. When students are confused, they can help to relieve them. Third, the role of manager. Teachers are not only preachers, teachers, but also managers of educational and teaching activities. The management of educational and teaching activities by teachers includes setting goals, establishing class collective, formulating, and implementing rules and regulations, maintaining class discipline, organizing class activities, coordinating interpersonal relations, etc., and controlling, checking and evaluating educational and teaching activities. Fourth, the role of the demonstrator. Teachers' words and deeds are the example of students' learning and imitation. Kwamenus, who explained the character well, said that the teacher's job was to educate students with his words and deeds. Students have the characteristics of teacher orientation. Teachers' speech, action and attitude towards the world have the function of being familiar with and subtle to students. Fifth, the role of friends and companions. Young students often regard teachers as friends, hoping to get the guidance of teachers in learning, life, life and so on, and at the same time hope that teachers are friends who share their happiness and pain, happiness, and sorrow.

Result: The role characteristics of university teachers are determined by the extensive and complex tasks they undertake. The "role" we are talking about here is a term borrowed from drama by sociology and psychology. It refers to a behavior pattern determined by a certain social status and identity and in line with a certain social expectation. According to the role theory of social psychology, it can be considered that college physical education teachers fulfill their duties, rights and obligations and fulfill their social tasks according to social expectations. Of course, this role can be played by many people. At the same time, as a complex "social man", he often plays multiple roles in the process of performing his duties and completing his social tasks.

Conclusion: The psychological and behavioral characteristics of contemporary university teachers are as follows: scholars and experts who master relevant scientific knowledge; The disseminator and director of knowledge and skills; They are the shapers of students' good moral character; Professional talents with one specialty and multiple abilities; The organizer of large-scale school activities; Experts in social activities and interpersonal communication; They are the companions and teammates in student activities. In short, the role of university teachers is complex and unique, and is worth It is studied from different perspectives. This paper attempts to use social psychology the theory of the analysis and research, so that in the new period can better Understand and grasp the professional and role characteristics and complete the glory and God The social responsibility and historical mission of the holy.

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CONSTRUCTION OF COLLEGE STUDENTS CAREER DEVELOPMENT EDUCATION SYSTEM BASED ON DEVELOPMENTAL PSYCHOLOGY

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Background: Developmental psychology is a branch of psychology, which aims to help and guide the development of students by analyzing the factors that affect their development and revealing the internal mechanism of their development. The educational significance of developmental psychology lies in providing theoretical basis and support for current education and teaching activities. First, draw conclusions through scientific and professional psychological research, apply the conclusions in education and teaching development, and ensure the scientific nature of education and teaching activities. Second, assist teachers to carry out educational and teaching activities for students, especially the new teachers who lack experience, to make their teaching activities more scientific. Thirdly, developmental psychology plays an important role in the development of the whole human society and the development and self-improvement of college students, which can strengthen the scientificity of teaching activities aimed at college students. Psychological knowledge is widely used in the education of college students' career development. Therefore, from the perspective of developmental psychology, it is of great practical significance to study the most appropriate education system for college students' career development.

Objective: Studied in this paper from the perspective of developmental psychology, college students' psychological development stage characteristic daily career development education and management of

the analysis of existing problems, and based on theory of developmental psychology, combining with the situation of the work to explore the way to resolve this problem, aimed at college students' career planning education work provide certain reference and reference.

Subjects and methods: By means of questionnaire survey and small symposium, this paper conducts empirical investigation on college students in a certain university. Among them, a total of 200 questionnaires were issued and 170 were effectively recovered, accounting for 85% of the questionnaires issued. In addition to the questionnaire survey, 20 students from different majors and grades of the school were also organized to hold a symposium on ideological dynamics.

Results: In the questionnaire and the symposium, it was mentioned that only when developmental psychology is applied in the course of college students' career development education can the highest efficiency be achieved. The specific statistical results are shown in Table 1.

Table 1. Which teaching methods do you think are better for you to relax in the teaching of mental health education.

Options	Person-time	The percentage
Activities in the game	141	83
Case analysis	110	65
Panel discussion	83	49
Psychodrama	31	18
Lecturing and others	15	9

In the questionnaire, students also analyzes the choice, they say "give priority to with activity, can experience the teaching is unable to experience the true feelings, can greatly enhance the understanding of the psychological knowledge", "in the form of activities to carry out teaching, can stimulate the learning interest, to understand their real inner world" and "activities should be more than teach, make the teaching atmosphere active, more to adapt to the students' psychological teaching environment, more conducive to the students to accept knowledge, "Relieve pressure", "the experience generated in the activity combined with the teacher's analysis can be more acceptable", "should let us understand in the activity, in the activity to understand the knowledge of psychology". The students also think "is given priority to with activity, the students free speech, talk, teacher carries on the analysis summary, more can arouse the enthusiasm of the class" a "case analysis can let us combine example, make us more close to life," "to carry out some discussion, the students put forward their own opinions, finally the teacher summarizes analysis". When students were asked, "Based on the situation of mental health courses, what do you think is the appropriate ratio of activity to teaching?", most students answered that the ratio of activity to teaching is at least 1:1. In the questionnaire and interview, it was also asked what form of assessment should be adopted. The specific results are shown in Table 2.

Table 2. What form do you think is appropriate for mental health education course assessment.

Options	Person-time	The percentage
In the performance of psychological activities	110	65
Scale test	109	64
Took the exam	56	33
other	32	19

From this, it can be seen that, from the perspective of developmental psychology, the construction of college students' career development education system can mainly be started from the following aspects:

(1) Balance political education and ideological education to solve the psychological confusion of freshmen.

(2) Pay attention to practical education and open up the second classroom.

(3) Establish a long-term mechanism to improve the ideological education archives of new students.

(4) Enhance the level of specialization and expand the ideological and educational work force.

Conclusions: The countermeasures of vocational development education for college students are to carry out vocational development education for students by classification in colleges and universities. From the perspective of developmental psychology, we should increase the number of activities and strengthen the curriculum construction of vocational development education. Strengthen value guidance to enhance the vocational development maturity of college students; Build a variety of practice platforms to help students understand the workplace environment; Promote the reform of education and teaching in colleges

and universities to improve students' professional ability and quality.

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EDUCATIONAL PSYCHOLOGY ON THE PSYCHOLOGICAL IMPEDANCE OF ENTERPRISE MANAGEMENT CURRICULUM LEARNING

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Background: Educational psychology has played a great role in the development of enterprises in China. In the period of planned economy, it is one of the most important auxiliary means of enterprise management, and sometimes even plays a leading role. After the reform and opening up, the new enterprise system, the employment labor system and the new distribution mode under the market economy system have brought great impact on the original management mode. With the deepening of reform and opening up and the entry of foreign enterprises into the Chinese market, the establishment of the dominant position of the market economic system and the rise of new enterprise culture, the original enterprise management mode has been greatly impacted. At the same time, the dominant position of educational psychology in enterprise management has been affected, and some original functions have been weakened or even disappeared. However, with the further development of the market economy, the traditional way of enterprise work in some aspects has not adapted to the development of the new situation, lagging behind the requirements of the modern enterprise system, there is an urgent need to find a new path and carrier, especially to deal with the relationship between the construction of enterprise culture and educational psychology.

Objective: In today's society, with the continuous change of economic globalization and economic system, as well as China's further reform and opening up, people show more and more characteristics of individuality and autonomy, and their ideas and moral consciousness are becoming more and more complex and diverse. Especially in the era of knowledge economy, the continuous reform and development of enterprises have brought opportunities to enterprises. At the same time, some new problems and contradictions have emerged, which make enterprises face new challenges. Facing the new situation and new environment, enterprises need to innovate in the traditional ideas and methods of work, and develop in combination with educational psychology. Therefore, we should face the difficulties and solve new problems with new vision and new perspective, so as to improve the core competitiveness of enterprises.

Subjects and methods: In the process of enterprise development, the well-being, knowledge and social interaction of employees are all the factors that restrict the development of enterprises, so we should fully combine educational psychology to make employees improve their personal ability and play a positive role in their work. Based on three factors of impedance, this paper mainly discusses from three aspects: happiness, knowledge and social. Select 12 large, medium and small enterprises in this city, as the research object, distribute the questionnaire to its employees, and count the influence of different impedance factors on the enterprises.

Study design: The questionnaire was distributed to a total of 500 employees, and the questionnaire was completed at one time. Each person completed the questionnaire about 15-20 min. time A total of 500 copies were issued ,489 copies were recovered, and 484 copies were valid.

Methods: The influence of employees' different impedance factors on enterprises by Excel statistics.

Results: The realization of employee's own value in the process of work and the satisfaction of work will eventually form the happiness of employee's work. The higher the employee's happiness, the greater the positive development utility and the stronger the impedance ability. Therefore, the well-being of employees has the greatest impact on the development of enterprises, but in terms of knowledge and social, the impedance effect on the development of enterprises is not obvious.

Table 1. Effects of Different Impedance Factors on Enterprises.

Impedance factor	Impedance factor	Impedance factor	Impedance factor
Large enterprises	4	4	2
Medium-sized enterprises	3	4	3
Small enterprises	2	4	2

The survey results are 0-4, 0 is irrelevant, 1 indicates slight impedance, 2 indicates impedance, 3 indicates impedance is obvious and 4 indicates sufficient influence. In order to reduce the large subjective error caused in the evaluation, 500 employees were evaluated and took the average to rounding the results. The specific statistical table is shown in Table 1.

Conclusions: In the increasingly fierce competition, in order to be invincible, enterprises can only establish a firm foothold both inside and outside. On the one hand, we must pay attention to production links, reduce the cost of production and management, and produce marketable products. On the other hand, we must actively grasp the psychological construction of enterprise employees, build the material, spiritual and institutional levels of corporate culture, and try to overcome impetuous and short-term behavior. In the process of an enterprise from small to large, from weak to strong, the role of educational psychology is quite obvious. Embedding educational psychology into the construction process of enterprise culture, setting up the concept of people-oriented and the value system of group coexistence and prosperity is the proper meaning of enterprise development in the post-crisis era.

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INFLUENCE OF CONSUMER PSYCHOLOGY ON THE OVERALL SPACE PLANNING OF URBAN ARCHITECTURE

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Background: Modern city, used to the fast pace of people need a convenient, fast, comfortable, economy and other functions of integrated space, enjoy the life and work of the high efficiency at the same time, it is hoped that the shopping behavior and leisure, entertainment, fitness, education, social interaction and other activities together, in order to relieve the pressure of work. These new trends of consumer activities make the single urban building community environment must develop with The Times to meet the psychological needs of consumers.

Nowadays, people's consumption concepts, consumption behaviors and consumer psychology have undergone great changes. The old urban architectural space environment can no longer meet their diverse and complex consumption needs. The construction and improvement of architectural space is imminent. Therefore, studying the influence of consumer psychology on the overall space planning of urban buildings can provide theoretical guidance and basis for urban architectural space construction.

Objective: The overall change of the urban architectural environment needs to be combined with the status quo of land resources. The overall development trend of urban architecture is gradually increasing. It is not only a space for residents' shopping, dining, and entertainment, but also an important place for urban public open space and citizens' leisure and entertainment.

Subjects and methods: Based on the analysis of some problems existing in the existing urban buildings in China, and on the basis of theoretical research on related psychology, behavioral science and business operation rules, this paper discusses and studies the existing urban buildings from the aspects of functional construction, spatial organization and vertical traffic streamline, and finally draws a conclusion. Summarize and sort out the collected data, research results and analysis results, and conclude the research results.

Through field investigation and questionnaire survey of architectural space in many cities, the following two purposes are achieved: firstly, the first-hand data on consumer psychology, characteristics of consumer behavior, consumption structure, types of consumer behavior and characteristics of consumer behavior are collected comprehensively; the second detailed understanding of the current urban architectural space in all aspects of the situation. At the same time, extensive collection of architectural space design, urban space planning, external space design and other theoretical knowledge related to this study, clear sociology, economics, psychology, environmental science and other related disciplines guiding significance of this study. Combined with the site theory, external space design theory, environmental psychology and other related theories, this paper analyzes and summarizes the problems existing in the categories, planning and layout, spatial forms, environmental facilities and other aspects of university commercial space, thus putting forward reasonable strategies and suggestions for the planning and layout of urban architectural space and environmental design.

Results: The functional characteristics of urban architectural space focus on meeting consumer needs.

Similar to other functional Spaces, they all aim to serve the needs of consumers. However, different from other functional Spaces, urban architectural space is hardly set up alone, but is arranged in combination with other functional Spaces. In order to fully meet the consumption demand of consumers in different times, urban building space in the layout, respectively has the following layout: layout in living areas, such as the teaching areas, sports areas within A single function partition (as shown in Figure 1 A), the main commercial space in general this is suitable for in the central regions of the functional partition, the surrounding area can be combined with dot commercial space Settings; it is arranged at the junction of the teaching area and the living area (point B); it is arranged at the junction of the teaching area and the exercise area (point C); it is arranged at the junction of living area and sports area (D point); it is arranged at the junction of teaching area, living area and sports area (Point E), due to its wide service scope, this mode is mostly set at important road nodes or urban distribution centers, with large commercial scale and diverse forms.
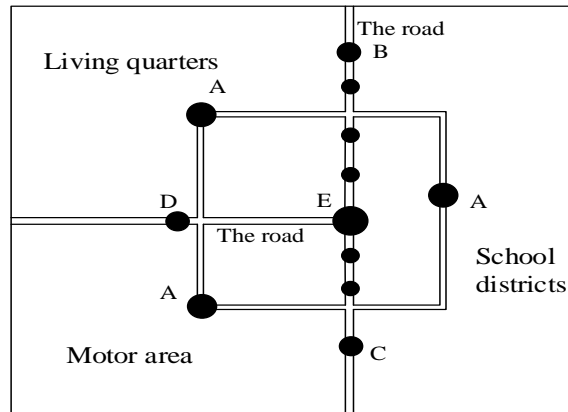
Figure 1. Urban architectural space planning results considering consumer psychology.

Conclusions: Urban architectural space planning and environmental design should pay attention to the connection between urban architectural space and the overall space; pay attention to the integrity of the external environment of urban buildings and the environment; pay attention to the coordination of the scale of architectural space and surrounding commercial spaces. The specific strategies are as follows: 1) Urban building space planning and layout strategy: set separately in each functional zone; set at the junction of different zones. According to the specific situation, the three forms of point, line and surface are combined and set. The organization and connection of commercial space is mainly through the unified connection of road traffic and environmental design style. 2) Urban space environment creation strategy: strengthen the recognizability of urban buildings; create a good shopping atmosphere. Humanistic environment construction strategies are: pay attention to the communication of urban architectural space; pay attention to the humanization of architectural space; pay attention to the cultural nature of architectural space. The landscape environment construction strategy is: pay attention to the detailed treatment and humanized design of each landscape element. 3) The commercial construction format strategy focuses on the catering industry and commodity sales industry, as well as the life service industry; appropriate adjustments to the commercial space should be made according to the surrounding commercial conditions.

The significance of this research lies in: proposing reasonable planning strategies and environmental design suggestions for urban architectural spaces, in order to bring certain help to the healthy development of college commercial spaces.

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REFORM SCHEME OF COLLEGE SPORTS TRAINING MODE BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology holds that school, as a social organization, has a complex nature, while

class is a relatively independent psychological unit in the social organization of school. The level of interaction between teachers and students directly affects the teaching effect. The traditional teaching pays attention to the teacher in the classroom the importance, neglects student's main body status, over time will let the teacher and the student have some estrangement psychologically. From the perspective of social psychology, modern teaching theory puts students' autonomous learning and independent personality in the first place, and pays attention to the equal communication and interaction between teachers and students. Therefore, it is of practical significance to introduce social psychology into the model reform of physical training courses in colleges and universities to improve the psychological barrier between teachers and students and to enhance students' participation in courses.

Subjects and methods: In order to understand the importance and demand of all kinds of knowledge and ability in the actual work of teachers, understand the requirements of employers for all kinds of knowledge and ability in the actual work of physical education teachers, and understand the gap between the knowledge and ability of physical education teachers and the actual requirements of employers, the questionnaire on physical education teachers and the needs of employers are designed on the basis of following the basic principles of questionnaire design and interviews with relevant experts.

Study design: A total of 200 questionnaires were distributed to PE teachers in many colleges and universities, with a recovery rate of 100% and 198 effective questionnaires with an efficiency of 99%. Based on the teaching plan of sports training major in 11 colleges and universities, an expert questionnaire was designed to test the validity of the content of the questionnaire. The mean value of the validity of the questionnaire was 79.6%. The reliability test used a small sample of retest reliability, that is, one month after the first questionnaire was collected, 10 experts were randomly selected from the first survey, and a second retest was carried out on the same questionnaire as the first survey. Then the correlation coefficient between the results of the two surveys is 0.976, indicating that the reliability of the questionnaire has reached the requirements of the survey.

Methods: SPSS15.0 software is used for data processing and statistical analysis, and the corresponding statistical tables are drawn.

Results: In the curriculum system, the first level of curriculum categories include compulsory courses, limited elective courses, optional courses and practical links of four types of courses. The second level course categories include public courses, professional theory courses and professional skills courses. Experts considered the social psychology, and the specific course assignment results are shown in Table 1.

Table 1. Views of relevant experts on course allocation statistics.

Ratio of Level 1 to Level 2 courses	Compulsory and elective course	Restricted and optional	Public and professional	Professional theories and skills
8:2	4	0	0	0
7:3	4	2	0	0
6:4	18	6	0	4
5:5	38	20	0	14
4:6	34	34	20	60
3:7	2	38	60	22
2:8	0	0	20	0
The average percentage	5:5	4:6	3:7	4:6

The optimization scheme of undergraduate sports training courses in colleges and universities is based on the principle of student development and students' psychological needs, and highlights the characteristics of special, people-oriented, flexible and practical, and multi-direction training. Its system framework composed of compulsory course, restricted elective courses and elective courses of three parts, any required course has compulsory public compulsory, compulsory professional theory, professional skills, restriction of elective courses has public elective courses, professional theoretical limit elective courses, elective courses, professional skills of arbitrary elective courses has any public elective courses, professional theory any elective courses, professional skill any elective courses.

Conclusions: Optimized curriculum highlights the characteristics of sports training, improve the sports level of students, but also take into account the reality of a large differences between students, set aside larger choice space, fully mobilize students' autonomy and enthusiasm, and to strengthen the professional, scientific and cultural knowledge learning, promote the all-round development of students, improve the students' social adaptation ability and comprehensive quality. The establishment of the curriculum optimization system of sports training undergraduate major in colleges and universities in China can

promote the healthy and sustainable development of sports training major, improve the reform of the curriculum system, and provide theoretical basis and reference for the training of high-quality talents and compound talents.

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COLOR LANGUAGE OF SEASONAL FASHION FROM THE PERSPECTIVE OF GESTALT PSYCHOLOGY

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Background: Gestalt refers to shape, form or a whole separated by vision, which includes two meanings: (1) Things have a unique shape or form; (2) Gestalt psychology is the psychology of 'form'. Generally speaking, Gestalt psychology is translated as Gestalt, and Gestalt psychology is called Gestalt psychology, which is more appropriate to the original meaning of Gestalt psychology. Gestalt psychology believes that people naturally have a kind of self completion in the process of visual perception When a thing from the outside is presented in front of people, there will be a Gestalt in the heart corresponding to it. If the Gestalt in the heart is not consistent with this thing, the Gestalt will appear 'missing'. At this time, the heart shows the tendency to make up for the missing. The result of the activity makes the Gestalt in the heart perfect and form to form a good Gestalt. From the perspective of Gestalt psychology, we can discuss the different use strategies of color language in seasonal clothing. The combination of Gestalt psychology and the popular color of seasonal clothing is conducive to the in-depth analysis of the popular color language of seasonal clothing.

Objective: As a technique, strategy and style, color plays a decisive role in the field of seasonal fashion. Fashion color is the color that reflects fashion trend and public preference in a certain period of time, which has a great impact on fashion design and product marketing. Influenced by many factors, fashion color presents obvious seasonality and uncertainty. In the process of clothing sales, businesses can effectively adjust the loading band and the actual point of sale according to the change law of fashion color. Gestalt psychology is applied to explore the fluctuation law and color characteristics of seasonal fashion colors, so as to reveal the seasonal differences and variation law of fashion colors.

Subjects and methods: The final case is the qualitative research and quantitative analysis of fashion color of clothing season issued by China Textile Information Center in spring, summer, autumn and winter 2018-2020. Collect the color number of Chinese color standard system of every season, a total of 300 samples.

Study design: According to the relevant color theory, the hue, lightness and purity are divided into intervals. First, the statistical characteristics of the proportion of popular colors are analyzed, and the differences of the change rules of popular colors between spring and summer and autumn and winter are compared in the perspective of Gestalt psychology. Then, the grey correlation analysis model is used to make up for the deficiency of statistical analysis in data processing, and the correlation between spring, summer and autumn and winter popular color is obtained. Finally, the correctness of the correlation is verified, and the fitting model is used to fit the popular colors in spring, summer, autumn and winter to test the accuracy of the fitting data.

Methods: The variation of standard color ratio in spring and winter is the difference of standard color ratio in summer and winter.

Results: Statistics of spring, summer, autumn and winter color changes, the specific statistical results are shown in Table 1. For spring and summer popular colors, the average proportion of yellow is the largest, and the average proportion of green is the smallest. Among the warm colors yellow, yellow red, red, purplish red and yellow green, the average proportion of yellow red and red is second only to yellow, and the average proportion of yellow green is the smallest. As for the cool colors blue and blue violet, the average proportion of blue violet is larger. Among the neutral colors of purple, green and green blue, the mean value of green is the smallest, while the mean value of green blue is the largest. The average usage ratio of warm color is higher than that of cool color and neutral color. In autumn and winter, the average proportion of red is the highest, while the average proportion of green is the lowest. In the cold color system, blue and purple have the highest average proportion. In the neutral color, the average proportion of green is the smallest and appears a long time partition, while the average proportion of green and blue is

the largest, but also appears a partition. In the warm color system, the average proportion of yellow green is the smallest and appears a partition, which indicates that green, green blue and yellow green have never become the mainstream colors in autumn and winter. The average use ratio of warm is much higher than that of cold color and neutral color.

Table 1. Statistical results of ten kinds of hues.

Hue	Spring and summer		Autumn and winter	
	Mean value	Standard deviation	Mean value	Standard deviation
Red	14.91	4.33	17.03	4.21
Yellow red	15.13	5.45	16.98	6.16
Yellow	19.62	6.52	16.88	5.11
Yellow green	4.78	5.00	6.02	3.98
Green	2.82	2.16	2.32	2.89
Green and blue	8.31	2.30	5.66	4.52
Blue	6.54	4.69	9.66	5.98
Blue violet	14.53	6.42	10.63	4.26
Purple	4.32	2.98	5.32	4.32
Purplish red	7.63	3.52	8.56	3.69

Conclusions: Gestalt psychology, as a new research method that takes into account the relationship between the whole and the part, constructs a logic and system of analytical framework for the analysis of color language in seasonal clothing; Secondly, Gestalt psychology can be used in the creation and theoretical analysis of seasonal clothing, which can promote the use and innovation of color language more rationally and consciously. In this paper, the specific rules of clothing color change are as follows: Compared with the popular colors in spring and summer, the popular colors in autumn and winter will greatly increase the proportion of red, yellow red and blue, slightly increase the proportion of yellow green and purple red, greatly reduce the proportion of green, blue and yellow, slightly reduce the proportion of blue, purple and green, and change the proportion of purple to a very small extent. Compared with the popular colors in spring and summer, the popular colors in autumn and winter will greatly increase the proportion of medium purity, slightly increase the proportion of low purity, and greatly reduce the proportion of high purity. Compared with the popular colors in spring and summer, the popular colors in autumn and winter will greatly increase the proportion of medium brightness and low brightness, and greatly reduce the proportion of high brightness. Popular colors have obvious seasonal characteristics. In spring and summer, popular colors tend to be beautiful and bright warm colors with high purity and high brightness. In autumn and winter, popular colors tend to be calm and calm cold colors with low purity and low brightness. This shows that popular colors will be affected by seasons.

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EXPLORATION AND PRACTICE OF INNOVATIVE TALENTS TRAINING MODE FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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Background: What psychology studies is the science of human psychological phenomena and the behavioral activities under the influence of psychological phenomena. Psychology mainly includes basic psychology and applied psychology, covering perception, cognition, emotion, thinking, personality, behavior habits, interpersonal relations, social relations and other fields. On the one hand, psychological research attempts to explain the basic behavior patterns and psychological functions of individuals through the study of brain operation mode; on the other hand, psychology will also explain the role of individual psychological functions in social behavior and social dynamics. Psychology's description, explanation and prediction of human behavior and psychological function play an important role in human learning and life.

Nowadays, the field of education is also actively combining its own teaching activities with psychology to form a branch of educational psychology. In the process of carrying out specific teaching activities, colleges

at all levels will emphasize the application of psychology to a certain extent. In the training mode of innovative talents, the application of psychology is also very important. It can help teachers flexibly predict, observe and analyze students' behavior activities, and then use psychological knowledge to guide students to better carry out learning and life activities. In addition, the use of psychology is also conducive to help students out of thinking errors, behavioral traps, so that they have a healthier mind and a sounder personality. Therefore, the application of psychology has a positive practical significance for the healthy and sustainable development of students in the future. At the same time, it is also conducive to further improve the teaching level of the school, optimize the teaching results, and output more high-quality practical talents for the society.

Objective: Management psychology takes the people in the organization as the specific research, and focuses on the systematic research of the people with common management objectives, so as to improve the efficiency and mobilize people's enthusiasm and creativity to the maximum under certain cost control conditions.

Subjects and methods: In the practice of innovative teaching, we should first build a good framework suitable for innovative activities, divide all students into several innovative groups according to different ability characteristics, select students with good ability and prestige from each group as the organizer and leader of the group, initially form a more ideal model, and complete the innovative learning and practice activities under the intervention of the instructor. In the whole learning process, the main role of teachers is to guide rather than instill knowledge. Students are encouraged to give full play to their strengths and cooperate with each other in groups to complete more complex innovative cases. The results are evaluated by self-evaluation within groups and mutual evaluation between groups, and finally, teachers' comments can improve the enthusiasm of students' active participation and the improvement of relevant knowledge learning points and knowledge system.

Results: Through this organized free cooperative learning model, students not only give full play to their strengths, but also expand their ideas in the debate of different views and methods, and learn the ability to solve practical problems in cooperation. The investigation of five different elective courses shows that the participation rate of students applying this learning mode in the teaching process reaches 100%, while the participation rate of students in the other four courses is less than 40%. This shows that the humanistic characteristics and human behavior characteristics emphasized in management psychology are the effective methods and guidance for the effective organization of students' learning in the teaching process. It not only emphasizes the behavior characteristics of students, but also plays the role of teacher's restraint and incentive to students.

Under the guidance of the humanistic thought of management psychology and the theory of human behavior characteristics, it is the duty of the instructor to encourage students to let go of design, boldly conceive and dare to practice. After "honing", students get real training and become truly innovative college students. After working experience in recent years, students with innovative ability and high comprehensive quality are mainly shown in the following aspects: In the practice of classroom and extracurricular, the degree of students' active participation has been significantly improved, and the understanding of enterprises, society and market is actively carried out; the research and design of targeted engineering design projects make students' ability to use basic knowledge significantly, which greatly shortens the post enterprise adaptation period; The ability of independent analysis and design has been effectively improved, the correct entry point can be quickly found to solve practical problems, and the practical ability has been improved by applying the learned knowledge and adopting more practical methods to deal with problems; In the process of participating in the innovation case, we broadened the design ideas, mastered the method of scheme research, improved the proficiency of relevant professional knowledge, and increased the understanding of the development status and trend.

Conclusions: The application of management psychology theory in the cultivation of students' innovative ability can effectively promote the cultivation of students' innovative thinking and innovative ability, and provide certain guidance and reference for the establishment of management and teaching mode of innovative education in Colleges and universities.

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APPLICATION OF SPORTS PSYCHOLOGY IN TEACHING SPORTS SKILL TRAINING

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Background: Sports psychology is an applied subject, which has two characteristics of physical education and psychological science. With the continuous integration and development of sports and psychology, sports psychology has been widely concerned and integrated into our daily teaching work. With the deepening of the reform of physical education system and the changes of students' physical and mental characteristics in the new period, the application of psychology in physical education has become an inevitable phenomenon of historical progress. In sports teaching, sports psychology is very important. In the competition, the athletes with good psychological quality will play a normal level, or even can play a super level, while the athletes with poor psychological quality often cannot play their due level. In the process of school physical education, on the basis of mastering the law of students' physical and psychological development, we should reduce the unfavorable factors of students' emotions, improve students' initiative in learning as much as possible, and implement the goal of quality education, which also improves the quality of teaching.

Objective: To understand the role of sports psychology in the training of teaching sports skills, to explore the application of sports psychology in teaching, and to give the specific application of sports psychology teaching sports skills training methods, in order to provide support for improving the effect of teaching sports skills training.

Subjects and methods: Taking the students of a physical education college and other colleges as the research object, 100 students from physical education college and 100 students from other colleges are selected. There is no obvious characteristic difference between the students.

Study design: After collecting and reading a large number of literatures, 200 questionnaires were sent out to the selected research objects, and 200 questionnaires were returned, with a recovery rate of 100%. 50 students were randomly selected for interviews. The specific contents include the rationality of teaching content (a), satisfaction of teaching methods (b), and examination form Scientific (c) and so on, in the form of score for specific analysis.

Methods: SPSS13.0 is used for data statistics and processing of the questionnaire survey results and interview results to analyze the students' specific tendency to feedback results, so as to adjust the training methods and examination system of motor skills. After the clear training methods and examination system are formulated, they are fed back to the research objects for the second questionnaire, and the reform of motor skills training methods is compared and analyzed Satisfaction before and after the test.

Results: After the statistical results of each index, the average value is obtained, and the index status before and after the reform of the motor skill training method is shown in Figure 1. It can be seen that some students think that the traditional teaching content of sports skills training is unreasonable, and the unreasonable teaching material is that it is too theoretical and weak in application. This kind of teaching material is too abstract, so that students have a sense of boredom, resulting in a strong repulsive force. The information of teaching materials should be paid attention to by editors. It is necessary to combine the characteristics of physical psychology and physical education closely, choose more appropriate teaching contents and add corresponding positive factors to promote the cultivation of interest points of middle school students in physical psychology teaching. At the same time, the students' satisfaction with the traditional sports skill training method (before the reform) is not high, about 74%. The reason is that in the process of physical education teaching, most teachers mainly teach, less operation, less theory with practice. This kind of teaching mode is too old, knowledge theory is boring and narrow, which is not conducive to the cultivation of students' interest. Teaching methods do not achieve "teaching according to their aptitude", do not do different treatment, no matter what theory and method are used, seriously hindering students' understanding and application of knowledge. From the examination form of scientific inspection index, sports are action oriented, and the traditional training method of action operation class inspection is almost zero inspection, so many students do not think that the examination form is scientific, such a static, perfunctory examination form is not conducive to students in the future work of professional advantage. There are many examples of students falling into the work blind area because of their insufficient use of the knowledge they have learned after graduation.

Conclusions: By using the methods of literature, questionnaire, forum and data statistics, this paper makes an investigation and Research on the psychological teaching of physical education major: Closely combine the characteristics of sports psychology and physical education, choose more appropriate teaching content; Improve the work of sports psychology in teaching, and constantly reform and innovate; A variety of sports psychology examination forms blend with each other, timely and effectively applied in the development of physical education teaching and work.
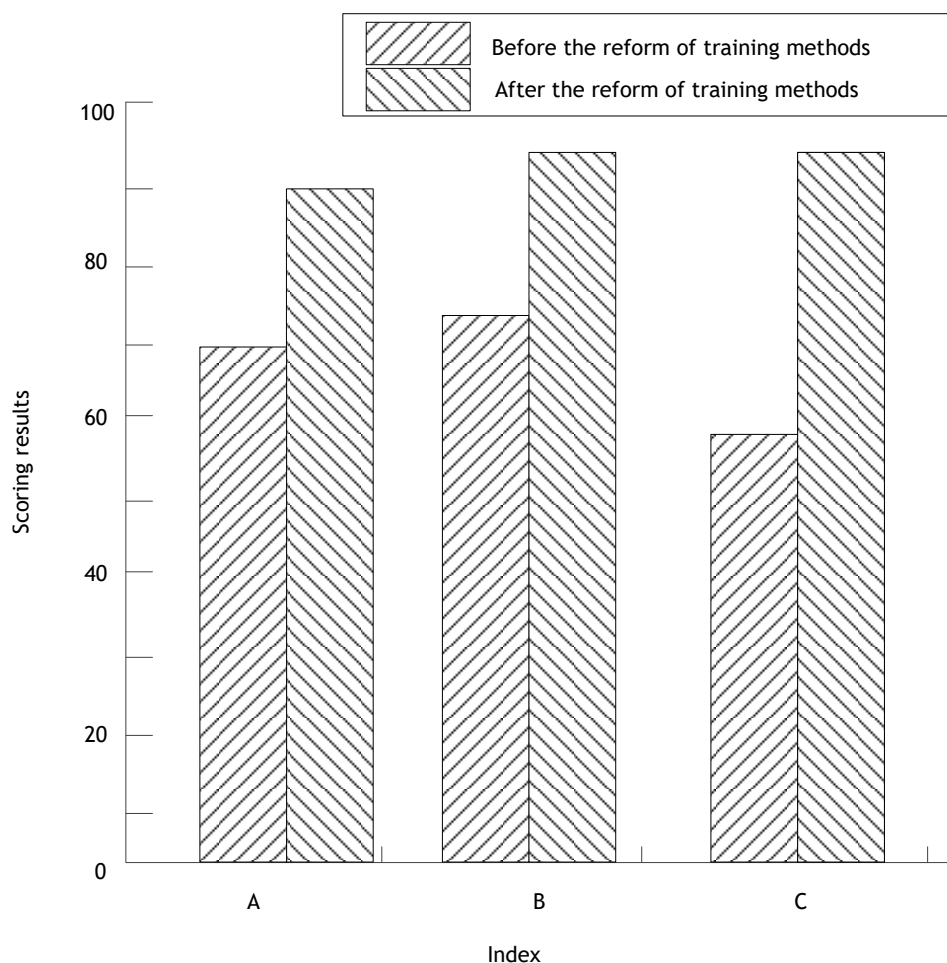
Figure 1. The index statistics results before and after the reform of motor skill training methods.

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PSYCHOLOGICAL ANALYSIS OF ACCOUNTING FRAUD UNDER THE EVOLUTIONARY GAME OF SUPERVISION

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Background: The psychology of accounting fraud refers to the inner activities of the counterfeiters and their attitudes, opinions and opinions towards the fraud. Accounting fraud is a kind of purposeful behavior, so there is always an invisible hand behind accounting fraud. This is the demand, consciousness and motivation of accounting fraud, that is, its psychology. The psychological characteristics of accounting counterfeiters are as follows: Before the implementation of counterfeiting, psychological preparation was started, and the counterfeiting activities were fully planned, designed, selected, analyzed and other thinking activities. The psychology of accounting fraud originates from the thinker's world outlook, outlook on life, values and morality, from his understanding of the surrounding things, from the influence and induction of the surrounding environment, from his experience and accumulation of life and work, and from his perception of integrity and conscience. Different counterfeiters show different psychology in different environments and different economic activities. Therefore, it is important to analyze the psychology of accounting counterfeiting behavior under the regulatory evolutionary game.

Objective: The evolutionary game model and system dynamics simulation model are constructed to study the game relationship between accounting fraud and regulatory departments from the perspective of theoretical analysis and experimental simulation; This paper analyzes the stability of equilibrium point of game system under different regulatory mechanisms, and explores the ways to improve and reduce accounting fraud and avoid fraud psychology.

Subjects and methods: This paper analyzes the psychology of accounting fraud which has been punished according to law, and constructs the dynamic equation of enterprise accounting and regulatory departments. At the same time, it constructs the evolutionary game model, draws the system dynamics model, and sets the simulation model variables to understand the game situation between supervision and fraud.

Results: The results of the investigation are as follows:

(1) The psychology of pursuing profit. Economic interest is the most common motive of counterfeiting and the most powerful internal driving force of counterfeiters. Counterfeiters aim to obtain direct or indirect, real or potential economic interests through counterfeiting. The profit seeking psychology of counterfeiters shows their desire to get rich and their admiration for material wealth and rich life. When all this cannot be obtained through normal channels, we have to rely on making false accounts to change the interest pattern and distribution relationship between enterprises and the state, enterprises and individuals, individuals and individuals, and to change various economic indicators to measure their political achievements.

(2) Risk taking. Counterfeiters know that they need to take certain risks if they want to gain benefits from counterfeiting and evade the supervision and inspection from all parties, but this kind of risk-taking psychology is gradually smoothed down by the comfort after getting rich and the fluke after muddling through.

(3) Opportunity psychology. Most accounting fraudsters take advantage of their positions and believe that they have the right not to expire. Therefore, when the opportunity that the fraudsters have been waiting for a long time finally comes, their selfish desires will expand maliciously and seize all the available opportunities and occasions to make false profits.

(4) Comparison psychology. Accounting counterfeiters, especially planners, often think how many benefits others have gained through counterfeiting according to what they have seen and heard or through unreasonable reasoning. This abnormal mentality virtually induces and stimulates those with weak ideological will, which makes them blindly pursue illegal interests, blindly compare with each other in terms of working environment and welfare treatment, and ignore national laws and regulations.

(5) Conformity. In today's society, counterfeiters think that the probability of being found is very small because of the proliferation of false accounts. Even if they are found out, very few individuals will be punished. On the contrary, many counterfeiters get benefits in politics, economy and reputation that they can't get under normal circumstances. This kind of behavior caused by the herd mentality is not a simple copy and addition of other counterfeiters, but a summary and improvement of it, and a more rigorous practice in the new situation.

(6) It's a fluke. The counterfeiter thinks that he will not be found, or he has mastered the method to deal with the inspection, so it is not dangerous to find out the problem.

(7) Resistance. We should not care about the supervision and inspection of all parties and adopt the strategy of non cooperation and non cooperation. It does not provide relevant factual evidence, does not explain the truth of the facts, even creates false evidence, destroys the evidence, and entrusts the responsibility.

(8) "Reasonable" psychology. Many counterfeiters think that as long as they don't put money into their own pockets directly, as long as they can get the support of the masses, and as long as they are determined by collective research, this kind of counterfeiting is "reasonable".
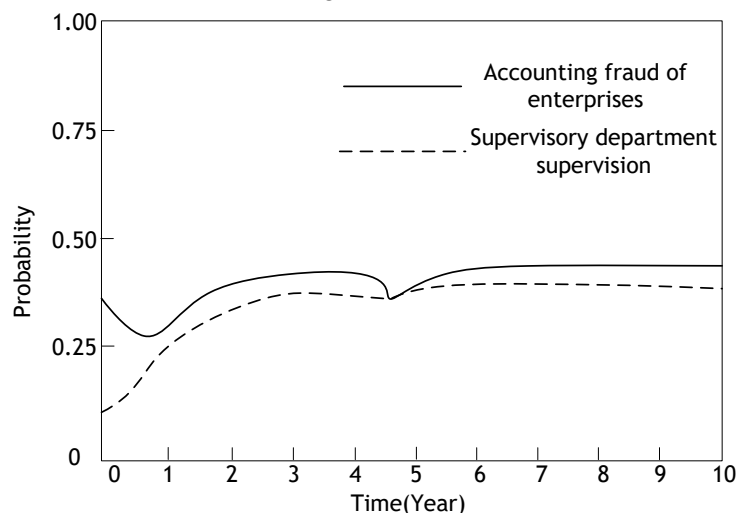
Figure 1. Game between regulation and fraud.

On the basis of the above psychological analysis of accounting fraud, through the evolutionary game model, the game situation between supervision and fraud is obtained, as shown in Figure 1.

The results in Figure 1 show that based on the analysis of corporate fraud behavior, the equilibrium point of mixed strategy can resist the disturbance of system mutation and has good stability.

Conclusions: The appearance of the accounting fraud is the product of the development of market economy to a certain stage. It is a long way to put an end to the fraud. This process requires the joint supervision of the enterprise internal and social, so as to form various pressures on the accounting behavior of enterprises, and to let the accountants revere in front of the laws and regulations, and thus give up the fraud. Only by constantly innovating the way of operation, respecting the law of market development and changing, and gaining a firm foothold in the rapidly developing market, can an enterprise give a satisfactory financial answer to the society, which is the fundamental way for the survival and development of enterprises in the future.

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OPTIMIZATION OF HUMAN RESOURCE MANAGEMENT MODEL BASED ON SOCIAL PSYCHOLOGY

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Background: In the normal operation of enterprises, the need for internal staff to carry out scientific and effective management, in order to ensure that enterprises always maintain positive vitality. In the human resources management, the method has the diversity, the enterprise must act according to own development the actual situation, formulates the characteristic management policy. With the development of market economy, social psychology is widely used in talent management and plays an irreplaceable role. A large number of theoretical research and practice show that people's enthusiasm has a significant impact on improving work efficiency and effectiveness. Therefore, many scholars and entrepreneurs pay more and more attention to the study and research of social psychology, and apply the results of study or research to the practice of enterprise management, especially to the human resource management, which makes the enterprise's human resource management more effective.

Objective: On the premise of discussing the application of social psychology, this paper analyzes how to maximize the role of social psychology in talent management.

Subjects and methods: Design questionnaire survey, statistics of the reasons for different occupations, a total of 200 questionnaires, 179 questionnaires back. Based on the analysis of the reasons for the turnover of employees of different occupations, this paper applies social psychology to the planning and application of human resources management in enterprises.

Results: The questionnaire found that 53.9 per cent of those who left the company did not meet their pay and benefits, 37.6 per cent did so because of communication, 4.8 per cent because of the separation and 3.7 per cent because of other reasons. According to the results of the questionnaire, we designed the optimization strategy of human resource management model based on social psychology.

(1) Satisfy the different needs of talents reasonably. From the point of view of social psychology, whether an enterprise can succeed or not depends on the close relationship between the enterprise and every employee. If the enterprise can try its best to meet the various needs of employees, then employees will try their best to meet the needs of enterprise development. A survey of the reasons for resignation shows that each employee's needs and motives are different, and the enterprise must understand the different needs of each employee and try to meet them, and create an environment that can meet the higher level needs, so as to enhance the loyalty and satisfaction of employees and promote the harmonious development of employment relations.

(2) Strengthen communication and improve interpersonal relationships. Social psychology holds that interpersonal relationship refers to the psychological relationship between people which is affected by the

main personality characteristics and changes with satisfaction and dissatisfaction. Different interpersonal relationships will lead to different emotional experiences and affect people's behavior and work attitude. There are two kinds of relations in the enterprise: employee and manager, employee and employee. Among them, the relationship between employees and managers can affect the personnel system most, and the key to improve the relationship between managers. Therefore, managers should communicate with their employees, understand their needs and motivations, and take appropriate incentive measures. It is proved that only by enhancing the cohesion, improving the interpersonal relationship, communicating and cooperating timely and effectively, and creating a good psychological atmosphere, can the overall efficiency of the organization be further improved.

(3) Applying the incentive mechanism. In social psychology, motivation mechanism reflects the interaction of motivation subject and motivation object through a set of rational system, so as to motivate staff and achieve organizational goals. The enthusiasm of employees in the organization directly affects the work performance, and motivation is the best way to improve the enthusiasm of employees. Motivation must be based on needs and motivation. Human's need is a kind of complex subjective state, these needs cause various motive, the motive dominates the behavior. After applying the optimization strategy of enterprise human resource management based on social psychology, this paper investigates the turnover rate before and after the application of enterprise, the concrete result is shown in Figure 1.
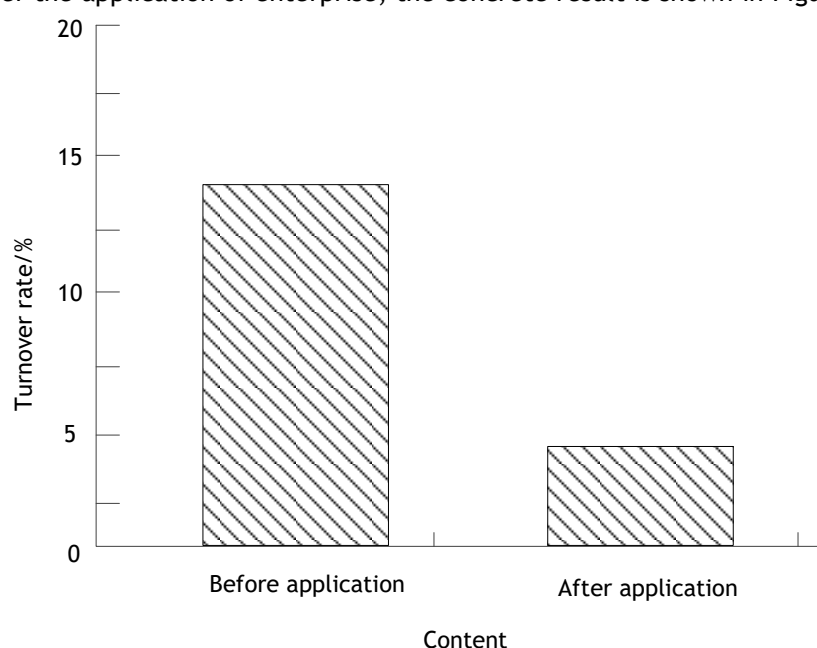
Figure 1. Turnover rate before and after applying the human resource management model based on social psychology.

It can be seen from Figure 1 that after applying the optimization strategy of human resource management model based on social psychology, the turnover rate of enterprises decreases obviously.

Conclusions: In an era of fierce competition for talents, only by skillfully applying the theories and viewpoints of social psychology to human resource management and development can enterprises select excellent and suitable employees, so as to achieve the goal of attracting and retaining talents and promoting the development of enterprises.

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VALUE OF PSYCHOLOGICAL INTERVENTION IN THE CLINICAL DIAGNOSIS OF PELVIC FLOOR DYSFUNCTION

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Background: Pelvic floor dysfunction disease (PFD) is a common and underrecognized disease. Chronic diseases are mainly caused by the damage or defect of pelvic floor supporting structure, including stress

urinary incontinence, pelvic organ prolapse, female sexual dysfunction and chronic pelvic pain. Coughing, sneezing, walking and standing, bad posture and other daily living habits will lead to increased abdominal pressure, resulting in urinary leakage, pelvic organ prolapse, pelvic floor muscle strength decline, and adverse effects on physical and mental health. At present, pelvic floor dysfunction has become the most common chronic disease affecting women's quality of life, seriously affecting women's physical and mental health and quality of life. The incidence of depression in patients with pelvic floor dysfunction is significantly higher than that in the general population. In order to effectively alleviate the clinical symptoms of patients and reduce disease progression, effective intervention measures must be taken to promote the recovery of pelvic floor function.

Objective: Pelvic floor dysfunction lasts for a long time and is difficult to cure, which has adverse effects on the harmony of husband and wife's life and the stability of family relationship. At the same time, it can reduce the quality of life of patients and affect the social economy. Due to the high degree of privacy of gynecological disease, most patients did not get timely treatment in the early stage of the disease. Female pelvic floor structure is complex, involving a variety of functions of the body, patients with pelvic floor support structure damage, resulting in bladder, sphincter function damage, cause patients with dysuria, such as urinary incontinence, dysuria and other symptoms, make patients bear great psychological pressure. Therefore, this study explored the clinical diagnostic value of psychological intervention on pelvic floor dysfunction, and provided reference for clinical diagnosis and follow-up rehabilitation treatment.

Subjects and methods: Patients with pelvic floor dysfunction treated in obstetrics department of a hospital from June 2019 to August 2020 were selected as the research objects: (1) Age ≥ 18 years old; (2) Pelvic floor dysfunction was diagnosed by examination; (3) Those who agreed to participate in this study. Exclusion criteria: (1) Those who did not meet the inclusion criteria; (2) Vaginal bleeding or persistent postpartum lochia; (3) Patients with diabetes, hypertension and other chronic diseases; (4) The patients with pelvic mass were complicated; (5) The infection occurred during the puerperal period.

Study design: According to the inclusion and exclusion criteria, a total of 60 patients, aged 20-35 years old, were divided into control group and experimental group, 30 cases in each group. There was no significant difference in age distribution and lochia duration between the two groups. This study was approved by the hospital ethics committee, and all patients had informed consent.

Methods: The control group was given pelvic floor muscle training, and the experimental group was given targeted psychological intervention on the basis of the control group. The vaginal dynamic pressure and treatment effect of the two groups before and after treatment were evaluated and compared. All data were entered and analyzed by SPSS15.0 statistical software. The counting data were expressed by proportion or percentage, and the measurement data were expressed by mean ± standard deviation. T test was used for measurement data, $P < 0.05$ was statistically significant.

Results: The results show that: 1: The total effective rate of the experimental group (93.3%) was higher than that of the control group (70.0%), the difference was statistically significant. Comparison of pelvic floor dysfunction in the experimental group: There were significant differences in vaginal dynamic pressure, pudendal nerve parameters and pelvic floor muscle fatigue before and after treatment in the same group ($P < 0.05$), and there were significant differences between the two groups ($P < 0.05$). The comparison results of vaginal dynamic pressure before and after treatment in the two groups are shown in Table 1.

Table 1. Comparison of vaginal dynamic pressure (cm H_2O) between the two groups before and after treatment.

Group	Before treatment	After treatment
Experimental group	72.19±5.46	87.88±7.13
Control group	72.48±5.32	83.24±5.84
t_1	-10.758	-8.802
P_1	<0.05	<0.05
t_2	-0.023	-3.059
P_2	>0.050	<0.050

As a support system of human body, pelvic floor has extremely complex structure, which is composed of nervous system, ligament, fascia, pelvic floor muscle group and pelvic organs. The tissues support and interact with each other to maintain the normal physiological position of pelvis and pelvic organs. Pelvic floor dysfunction diseases are often occurred in the elderly and middle-aged women, often complications of pregnancy and childbirth, including sexual dysfunction, prolapse of pelvic organs, stress incontinence, etc., which seriously affect the normal life of patients. During pregnancy, the volume and weight of uterus gradually increase, especially in the late pregnancy, the uterus is basically in a vertical position, and its

pressure directly acts on the pelvic floor muscle tissue, increasing the burden of pelvic floor muscle tissue. At the same time, due to the increase of hormone level during pregnancy, hormone stimulation makes pelvic floor ligament relax. Through the comparison of vaginal dynamic pressure between the two groups before and after treatment, the results showed that: There was no significant difference in the vaginal dynamic pressure between the two groups before treatment. After treatment, the vaginal dynamic pressure of the two groups was higher than that before treatment, and the increase of the experimental group was more obvious.

Conclusions: Appropriate psychological intervention has a certain influence on the pelvic floor rehabilitation of postpartum women with pelvic floor dysfunction. Psychological intervention can improve the bad psychological state of patients, reduce the degree of anxiety and depression of patients, enhance the overall contraction of pelvic floor muscles after receiving treatment, and improve their treatment enthusiasm and quality of life.

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FACTORS INFLUENCING THE PSYCHOLOGICAL STABILITY OF BASKETBALL SHOOTING FROM THE PERSPECTIVE OF ATTRIBUTION THEORY

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Background: Modern scientific research shows that athletes' sports ability lies in the organic combination of physical fitness, basic skills and psychological quality. They influence and restrict each other, but they are all under the control of psychological activities through the corresponding activities of sports organs. The degree of psychological stability has a great influence on the application of athletes' technical level and the full play of their ability. Shooting is the most important offensive technique in basketball. The essence of basketball game is a shooting game, so the stability of shooting is directly related to the outcome of the game. There are three factors affecting the shooting percentage: physical, technical and psychological, including the nature of the game, time, score, technical mastery, physical condition and so on. In the game, the attacking team uses various techniques and tactics in order to create more and better shooting opportunities and strive to score; The defense team actively defends in order to prevent the other side from scoring. Therefore, shooting has become the focus of both offensive and defensive sides, and is the most important basic technology of basketball. In the perspective of attribution theory, it is important to study the influencing factors of psychological stability of basketball shooting, which plays an important role in the hit rate of basketball shooting.

Objective: There are many factors affecting the shooting percentage, which not only depends on the physical quality and technical level of the athletes, but also depends on the psychological factors such as the athletes' mood, self-confidence, will quality, psychological endurance, competition motivation and so on; To improve the shooting rate, we can improve the physical fitness of the athletes, improve the technical links of the college students, strengthen the psychological training of the athletes, improve the psychological coping ability in the game, master the shooting technology comprehensively, and practice the basic skills of the shooting.

Subjects and methods: Select 50 basketball players in a school. Let each team member in the shooting training move time to shoot 20 times, divided into two times, take the average, according to the hit rate.

Organize basketball game, after mobile timing training, count the hit rate of the whole team.

Study design: After the game, 50 questionnaires were sent out to 50 athletes, and 50 of them were collected, with a recovery rate of 100%. The questionnaire mainly involves the changes of psychological state when shooting. Combined with the shooting results, the relationship between the psychological state of shooting and the shooting percentage was analyzed from the perspective of attribution theory.

Methods: Excel and SPSS13.0 software were used to conduct mathematical statistics and result analysis on all survey data.

Results: By comparing the hit rate in training with that in actual competition, it is found that some athletes have poor psychological stability and show great differences in shooting results. The following shows the training results and scores of five athletes with great differences.

Table 1. Actual results of five typical athletes with great differences.

Mobile timing training results			Score of the game	
Investment times	Hit	Hit rate	Full marks	Score
20	8	40%	70	23
20	11	55%	70	27
20	13	65%	70	31
20	9	45%	70	25
20	15	75%	70	32

It can be seen from Table 1 that the scoring rate of athletes in the competition is almost proportional to the hit rate of mobile timing training. In fact, among the 50 athletes, most of them have this trend.

According to the questionnaire survey results of 50 athletes, it is found that there are many psychological factors affecting their shooting stability (Table 2). It can be seen from the results in Table 2 that emotion affects the shooting percentage: the emotional characteristics of athletes are restricted by subjective factors and the characteristics of basketball itself. Athletes must strengthen their self-control ability and carry out emotional training before the game. In the stable mood at the same time, to establish confidence in the game is also one of the important conditions to play a dynamic ability. Lack of confidence will make athletes feel constrained and indecisive, so as to lose a good shot. Even if they start at a good time, they will not hit because of lack of confidence. At the same time, in basketball, players should be good at focusing. If the attention intensity of shooting is reduced, it will make the action slow, easy to cause the phenomenon of shooting miss or blocked by the other side.

In the competition, if the athletes lack of competition experience, they will be difficult to adapt to the changes of the competition environment or not recognize the changes of the competition environment at all, which will add a variety of mental burden to themselves, thus causing emotional fluctuations and affecting the shooting effect. In the game, the negative influence of the audience, the wrong judgment of the referee, the unfamiliar thorough game, and the language stimulation of coaches and team members will distract attention and produce negative emotions, which will affect the shooting effect.

Table 2. Factors Influencing shooting percentage at critical moment.

Investigation content	Number of people	Percentage (%)
Emotion has an effect on shooting	30	59.8
External factors and environment have influence	32	63.0
Self confidence has an effect on shooting	36	72.3
The shooting percentage is lower than usual	26	51.2
Not paying attention when shooting	38	76.9
The shot is incoherent	33	65.6
The score has a psychological impact	33	65.3
Mental stress in shooting	41	81.1
Affected by the external environment, resulting in movement deformation	38	75.4

Conclusions: After analyzing the influencing factors of psychological stability of basketball shooting from the perspective of attribution theory, it is found that psychological training is needed for basketball players to improve the shooting percentage.

(1) Stimulate good training motivation. Motivation is the most important psychological factor for

athletes to participate in training and competition. In training, it can stimulate the consciousness and enthusiasm of athletes and make them realize the importance of shooting skills. Only in this way can they complete the tasks assigned by coaches consciously and with high quality in training, so as to improve the shooting percentage.

(2) Cultivate strong will and quality. The modern basketball competition is becoming increasingly fierce, so coaches should arrange physical training purposefully. After endurance training, the players feel muscle fatigue, flexibility is reduced and the shooting training is strong. It plays a better role in overcoming fatigue and improving willpower and shooting hit rate, and at the same time, it makes athletes realize the importance of strong will.

(3) Strengthen the difficulty of simulated confrontation in training. In the training, we can set different scenes, technical states, tactical States and confrontation States, strengthen the antagonism of shooting, improve the stability of shooting, and carry out the training of playing less and playing more.

On the basis of fully understanding and understanding the psychological activities, the specific scheme of carrying out the psychological stability training of shooting with a plan, a purpose and a science is worked out.

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INFLUENCE OF PERSONALITY PSYCHOLOGY ON THE PROGRESS OF COGNITIVE LANGUAGE

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Background: Studying the relationship between personality traits and language learning can play a meaningful guiding role for teachers to better understand educational objects and choose effective teaching strategies. In the 1970s, a large number of studies on the relationship between personality traits and language learning emerged. Studies have proved that the individual's emotional state directly affects the individual's learning effect on cognitive language. Scientific research shows that there are two states of mental state: positive state and negative state. Positive states refer to self-esteem, self-confidence, empathy, motivation, pleasure, surprises, etc., which are mental states that are conducive to learning; negative mental states refer to anxiety, fear, shyness, tension, anger, frustration, doubt, disgust, etc. Affect the normal development of learning potential. When the individual is in a certain negative mental state, cognitive activities automatically stop. In essence, the mental state is input into the brain as a kind of emotional information and language information and stored in the memory structure, which has the effect of integrating or destroying the information combination in the memory structure. Because the individual's cognition of language is an active psychological operation process of absorption, processing, and output. The amount of input, processing level, and automatic output of language information are restricted by the individual's emotional state. By studying the input and output theory, it can be known that the input language information will exist in the memory bank, and then the language information will be output. Individual positive mental states can promote the language input process in the process of language cognition, and increase the amount of input information. It can be seen that mental state plays a very important role in the memory link of language cognition. It is the influence of mental state on memory that leads to the different levels of effects of individual language acquisition.

Objective: The existing research in the field of cognitive language only considers the teaching methods of teachers or the language learning ability of learners. For example, the innovation of teachers' teaching methods promotes the improvement of learners' learning ability in reading, speaking, vocabulary, etc. However, the psychological state or emotional aspects of students are rarely mentioned in most studies, and even not mentioned in some studies. Therefore, this paper explores the differences in cognitive language learning progress of different individuals from the perspective of human personality and psychological status.

Subjects and methods: Since many factors may affect the progress of an individual's cognitive language learning, this research needs to explore the impact of different individuals' personalities and psychological conditions on their cognitive language learning. Therefore, other factors and variables need to be controlled. In the selection of experimental subjects, it is necessary to select learners of the same age as the experimental samples to suppress the influence of different ages on language learning ability. In addition, the level of teachers varies in different regions. This will affect the learner's cognitive language ability. For this reason, it is necessary to control the sampling range of samples in the same area and classes under the management of the same teacher.

Study design: Random sampling is used to select a class in a school. Before the experiment, in order to understand the basic language ability of the experimental subjects and ensure that there is no significant difference in the language ability of the experimental subjects before the experiment, the pre-test is used to test the language ability of the students. In the experimental results, students whose scores are within 20 points are regarded as experimental subjects. Through a combination of questionnaire surveys and interviews, the psychological state of the experimental subjects was investigated. According to the survey results, they were divided into positive extrovert group, negative introvert group, positive introvert group, and negative extrovert group. Positive/negative is determined by the individual's psychological status. Extroversion/introversion is determined by the personality of the student. In a normal teaching environment, after two months of paper, observe the changes in student performance and draw conclusions.

Methods: After two months of language teaching, the same English test paper was used to test the students' learning outcomes during the two months. A score below 60 is considered a fail, a score of 60-80 is a pass, a score of 80-90 is good, and a score of 90 is excellent. In order to analyze the influence of individual personality and psychological status on the progress of cognitive language learning.
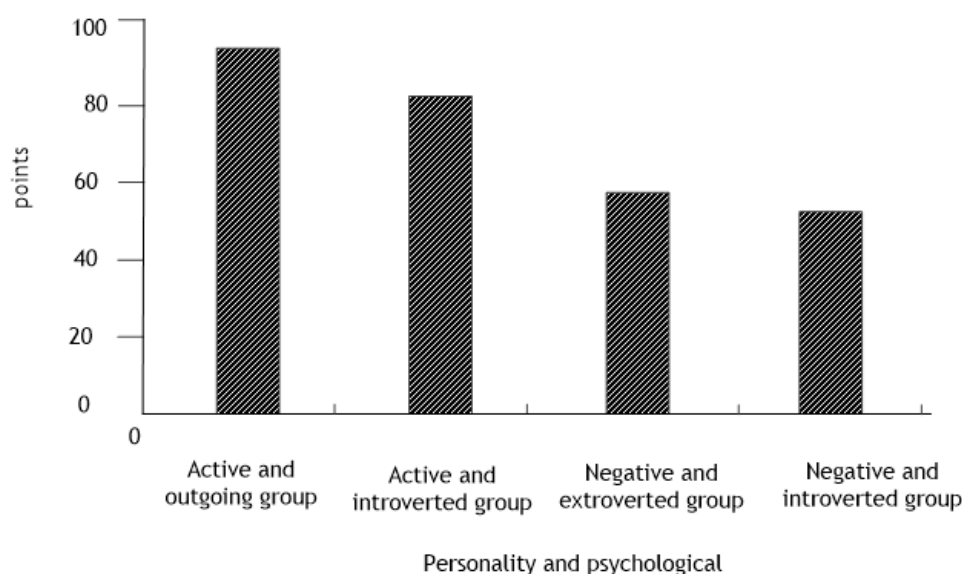
Figure 1. The influence of personality and mental state on language learning.

Results: It can be seen from Figure 1 that the students in the active extrovert group have an average score of 90 points or more, and their language learning effect is the best. The active introvert group is slightly worse, with an average score of 80-90. The two groups of negative personality have poor performance. Among them, the average score of the negative and introverted group is about 50 points. It can be seen that an extroverted personality and a positive attitude can help promote language input and speed up the progress of language learning.

Conclusions: Personality is an individual's subjective reaction to objective things and situations. Psychological state is the degree to which an individual's needs and intentions coincide with each other and the resulting emotional changes, which play a very important role in an individual's learning. Therefore, understanding the psychological and cognitive characteristics of students in the process of language acquisition can help improve the efficiency of foreign language teaching. Teachers can help students improve their learning efficiency by adjusting their learning psychology at different stages of learning.

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COLOR DESIGN OF CHILDREN'S INTEREST IN KINDERGARTEN BASED ON VISUAL PSYCHOLOGICAL EFFECT

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Background: With the rapid development of children's education today, children's education institutions have become a rapidly rising industry under the new background, which has been widely concerned by the society. According to the theory of preschool education, children's healthy development is closely related to their surroundings. According to the view of modern preschool education, kindergartens have special requirements for architectural environment. This requirement not only includes the kindergarten building to provide a protective container for children's growth, but also includes the organic organization of different material spaces to create a humanistic and natural environment for children's growth. The service object of kindergarten indoor children's fun color design is children, which has special needs different from other architectural visual design. These needs originate from children's psychological, physiological and behavioral characteristics. The design of kindergarten architecture is not only a simple functional division, streamline design, spatial layout, but also the use of all the concepts from children to ensure the healthy growth of children in a comfortable environment, and ultimately promote the overall development of children's physical and mental health.

Objective: Existing psychological studies have proved that color environment has an important impact on people's emotion, intelligence and personality development. As an important element of kindergarten environment, the choice and design of color is directly related to children's education, growth and the establishment of a good social image of kindergarten. Therefore, under the visual psychological effect, this paper investigates the current situation of kindergarten indoor color design of children's interest, and gives specific indoor wall color design methods, in order to improve the kindergarten indoor environment and promote the healthy development of children's body and mind.

Subjects and methods: The research methods include literature method and practical investigation method.

Study design: At present, there are many papers and works related to children's interest and brand design. In the process of research, we refer to a large number of necessary relevant literature, and collect and refer to papers and works related to children's psychology. Methods: We also need to read a certain amount of books and magazines, and have a systematic cognition of kindergarten brand design, which is convenient to analyze the current market situation. Investigation method: In the actual investigation, the children were tested in different colors, and the changes of children's life and psychological performance were tested. The experiments were approved by parents of children, and the intention of children to kindergarten children's interest color was analyzed and the conclusion was drawn by comprehensive comparison.

Methods: After reading a large number of literatures, field research, design different children living and learning in different colors of kindergarten indoor environment, all the children's IQ, personality, etc. are similar, test children's specific life and psychological reaction, statistics specific children's fun color results, and give the design method of children's fun color design.

Results: After investigation, we found the following results: bright color environment, such as red and orange, can stimulate children's psychological activities, make children excited, and effectively improve their sensitivity and creativity. Experiments show that children's average IQ can be improved by 8% ~ 10% in similar color environment. However, if children face this kind of stimulation for a long time, it will make their nerves tense for a long time, leading to a lack of security and even a tendency to violence; Blue and other cold colors can keep children quiet, but too much contact may cause depression and introversion of children. The feedback results of children under different color statistics are shown in Figure 1.

According to the above results, the specific color design strategy of kindergarten indoor children's interest is given. In the selection of classroom walls, we should consider the psychological characteristics of children and choose warm colors with bright colors, such as light beige, light pink and other lively colors, so as to effectively stimulate children's activity. But we should not use bright colors in large areas, so as to avoid over stimulating children and affecting the quality of teaching.

The color selection of children's rest area needs to ensure children's spiritual peace and tranquility. The use of too bright colors and too fine collocation are easy to make children excited, so we should use the cool color with better light avoidance. At the same time, the wall should not appear too many color changes, in order to avoid the factors that cause children's attention, in order to ensure the quality of children's rest.

The wall color selection of activity space should be as rich and colorful as possible, and children's favorite colors such as red should be used more. Meanwhile, we should pay attention to the rich and contrast of color matching. Through the stimulation of color, we can effectively improve the excitement of children's spirit, so as to stimulate the enthusiasm of game activities.

Red is a kind of more excitant color, it gives a person with burning and enthusiastic feeling, also can give a person at the same time agitated feeling.

Green is a kind of person feels sedate and comfortable colour, make a person mood comfortable.

Yellow is the color that the person is born to see first, it is the color that a kind of symbol is healthy, it appears healthy and bright, because it is the most easily absorbed color in spectrum.

White can reflect all the light, with a sense of cleanliness and D expansion. The space is smaller, white can have adjusting effect to the person that irritates easily.

Blue is a kind of color that makes a person produce daydream, on the other hand, it also is quite serious color, let a person cool down.

Black gives people a sense of silence, mystery, terror, and purity.

Figure 1. Children's feedback results under different color statistics of children's interest.

Conclusions: Meanwhile, we should pay attention to the rich and contrast of color matching. Through the stimulation of color, we can effectively improve the excitement of children's spirit, so as to stimulate the enthusiasm of game activities.

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APPLICATION EFFECT OF EDUCATIONAL PSYCHOLOGY ON STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION

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Background: Psychology studies the essence and law of people's psychological activities in a general sense, and how to cultivate healthy psychology and perfect personality. On the basis of the general conclusion provided by psychology, ideological and political education focuses on the formation and development of people's political, ideological and moral qualities and the law of Ideological and political education. Ideological and political education must draw on the general theories and methods provided by psychology. Contemporary college students, parents' expectations and social requirements are relatively high, most college students also have certain expectations of themselves, but lack of social experience, mental health is not enough, entering the society will be hit completely, resulting in a series of psychological problems. According to the relevant survey, nearly 40% of the students in Colleges and universities have abnormal psychological performance, and this trend is still increasing. Therefore, we must solve the psychological problems of college students and combine positive psychology with political and ideological education.

Objective: This paper studies how to enhance the effectiveness of Ideological and political education in Colleges and universities from the perspective of psychology. From the content, goal and value orientation, this paper tries to find the internal coincidence between psychology and ideological and political education, so as to explore new contents and methods for the development of Ideological and political education on the basis of the basic theoretical framework of Ideological and political education.

Subjects and methods: Questionnaire survey was used to conduct empirical research. The subjects of the survey are the students of different grades in a certain university and department. Based on the survey materials and the collected data, the empirical application value of the research is improved.

A total of 200 questionnaires were distributed and 170 were effectively recovered, with a recovery rate of 85%. The questionnaire includes: (1) Personal and family information; (2) The status quo of learning interest and learning effect; (3) Emotional and social support system status; (4) Interpersonal communication; (5) The status quo of sexual mental health; (6) Psychological confusion and reasons; (7) Evaluation of school mental health work and resource demand.

Results: According to the questionnaire statistics, the students are not very satisfied with their learning effect, which indicates that they are under great psychological pressure (as shown in Table 1). 12% of the

respondents think that they are "very satisfied", 65% think that they are "generally satisfied", 15% think that they are "not very satisfied" and 8% think that they are "very dissatisfied".

Table 1. Satisfaction with self-learning effect.

	Very satisfied	Generally satisfied	Dissatisfied	Very dissatisfied
Proportion of people /%	12	65	15	8
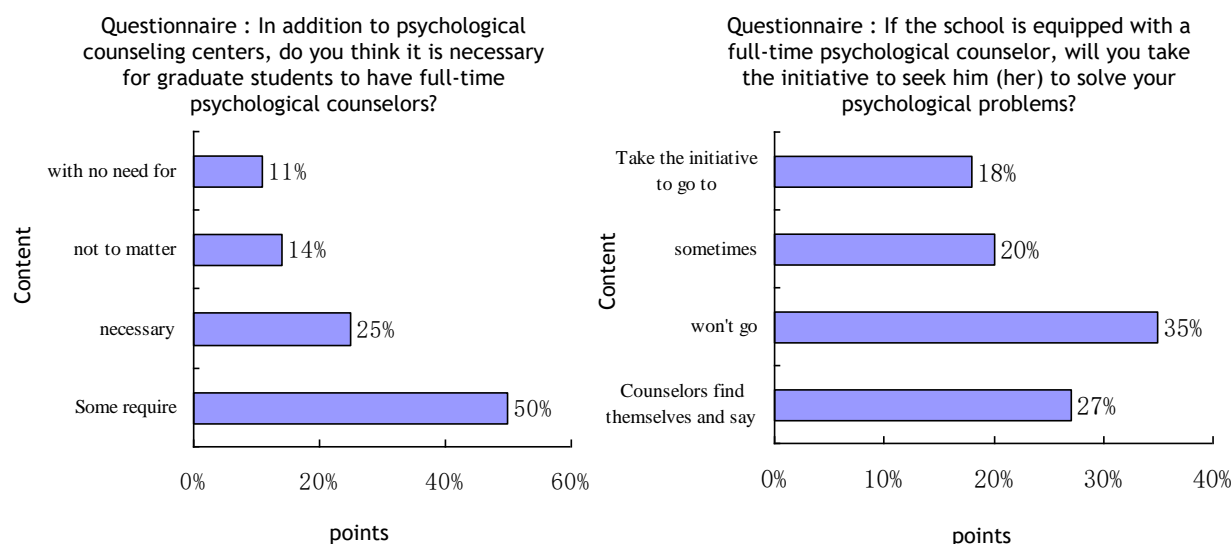
Figure 1. Attitude towards the provision and consultation of full-time psychological counselors.

Among the respondents, 11% answered "no need", 50% answered "some need", 25% answered "very necessary" and 14% answered "indifferent"; The title is "if the school is equipped with full-time psychological counselors, will they take the initiative to solve psychological problems?" Among them, 18% answered "will take the initiative to go", 20% answered "sometimes will", 35% answered "will not go", and 27% answered "counselors take the initiative to find out what they can say" (Figure 1). The results showed that most of the respondents affirmed the necessity of providing full-time psychological counselors, and recognized the importance of providing full-time psychological counselors to enhance students' mental health. At the same time, it must be noted that most students often passively accept mental health counseling when they encounter psychological problems, and only a few of them will actively seek psychological counseling help.

This shows that a good grasp and rational use of psychological knowledge can fundamentally improve the pertinence of Ideological and political education in Colleges and universities. In the process of psychological counseling for college students, we should pay attention to the combination with the actual situation, analyze the specific situation, and carry out targeted education methods according to different psychology, so as to make the education effect reach the desired height. In the process of Ideological and political education in Colleges and universities, we should pay attention to the way of communication with college students, pay attention to psychological communication, and maintain a sincere attitude.

Conclusions: In the work of Ideological and political education in Colleges and universities, we should combine the basic psychological conditions of college students, understand and master their psychological activities and ideological conditions, integrate educational psychology into the ideological and political education in Colleges and universities, and study the psychological characteristics of college students through the use of psychological knowledge. Among them, we should also pay attention to the rational use of the characteristics of psychology, such as development, goal and confidentiality. Combining with the reality, improving the scientificity of Ideological and political education in Colleges and universities is conducive to improving the moral culture and comprehensive quality of college students, and also points out the direction of ideological and political education in Colleges and universities. At the same time, college teachers should change the traditional relationship between teachers and students, create a good teaching environment, develop students' positive quality, improve students' ability to resist setbacks, and promote students' healthy growth.

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CULTIVATION OF POSITIVE PSYCHOLOGICAL QUALITY IN ENGLISH TEACHING FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: One belt, one road, is the largest number of university graduates. In recent years, with the continuous expansion of the scale of university construction, the growing university graduates will become the main force in economic construction and socialist modernization. Especially since the "belt and road" construction was put forward and developed, China's international exchanges have become more frequent, and the demand for transnational talents with high level technology has been increasing. English quality has put forward higher requirements. However, in the teaching practice, English teachers find that students' learning mood is not high, the phenomenon of learning weariness and abandonment is becoming more and more serious, learning motivation and enthusiasm are not high, English learning initiative and initiative are poor and other negative English learning psychological problems, which also reflects that there are serious deficiencies in the current English Teaching in cultivating students' positive learning psychological quality.

At present, most of the domestic scholars focus on the study of a particular subject's learning psychological status or some specific learning psychological problems, ignoring the exploration and cultivation of students' positive learning psychological characteristics. This negative research orientation leads to excessive attention to students' negative psychological characteristics, so that teachers and students pay more attention to the negative learning psychology and reduce the cost of learning Interest and confidence. Many studies have shown that students' learning psychological quality is of great significance to students' academic success. In order to improve the effect of College English teaching and the quality of personnel training, this study, under the guidance of positive psychology theory, explores the Cultivation Strategies of students' learning English teaching positive psychological quality, so as to promote the success of students' English learning.

Subjects and methods: In order to achieve the success of students' English learning, based on the theory of cognitive psychology, this paper focuses on the design of the cultivation strategy of positive psychological quality in English teaching.

Study design: (1) To establish a positive outlook on the cultivation of English learning psychology. In order to solve the serious problem of students' negative psychology in English learning, we must establish a positive outlook on mental health education and cultivate the positive psychology of English learning. First, we should attach importance to the cultivation of students' active English learning psychology from the ideological point of view, and let the teachers and students understand the importance and significance of the positive English learning psychology. In practice, a team of teachers, which is dominated by full-time learning psychological tutors and teachers of English majors, is formed, which permeates the cultivation of positive psychological quality of English learning in daily and classroom education.

(2) Deeply explore, train and develop the positive psychological quality of students' English learning. In the view of positive psychologists, psychological education should take the mission of exerting human potential and positive factors, cultivating people's positive thinking, making students have positive quality and ability to overcome negative factors by relying on their own positive forces to actively promote mental health development. Therefore, in the view of positive psychology, students have the ability to overcome the negative tendency or problem diseases by relying on their own positive factors. They advocate to treat the students' psychological development with positive perspective. When facing the problems in the development of students' learning psychology, they should stimulate the students' potential and superior character, and make them rely on their own positive factors to promote their own positive psychology of English learning the formation and development of. In teaching practice, teachers can understand students' learning psychology through classroom observation and after class communication, deeply explore the students' inner positive psychological quality of English learning, guide students to explore their own positive psychological quality of English learning guided by positive psychology theory, and take various measures to help students consolidate and develop positive English learning psychology Quality, and targeted measures to improve students' English learning psychological problems, improve the positive learning psychological quality. The following three aspects can be taken into consideration to cultivate and

develop students' positive psychological quality in English learning

Firstly, to strengthen students' motivation for learning English teachers should strengthen their internal learning motivation through various forms, pay attention to penetration in classroom teaching, and let students understand the important role and significance of English learning in the future learning work.

Secondly, strengthen the training of students' English learning strategies, improve the learning efficiency and learning efficiency. Some studies have shown that the use of effective learning strategies can improve the learning efficiency and effect of students. Therefore, English teachers should pay attention to the mastery and training of students' English learning strategies, improve the learning efficiency and effect of students, and then improve the self-efficacy of English learning. The improvement of learning self-efficacy will make students have good English learning mood and form a positive learning heart Quality.

Finally, positive attribution. Positive attribution is to guide students to actively look at the problems in English learning, to treat unpleasant experiences or difficulties as the only way to grow up, to take the pain and honing they have experienced as the cornerstone of self-improvement, to guide students to learn to regard the success or failure of the past as the result of their efforts, to form an upward character of efforts, and to enhance their ability to resist setbacks.

Methods of statistical analysis: This paper uses interview method to test the effect of English teaching positive psychological quality training based on cognitive psychology, and uses Excel software for data analysis. In the process of this study, some university students as the research object, a total of 2000 people, the highest score is 10 points, the lowest score is 0 points. The basic information of students is shown in Table 1.

Table 1. Basic information of students.

Grade	Male	Female sex
Freshman	350	300
Sophomore	200	210
Junior	190	150
Senior	150	150
Graduate student	100	50
I'm studying for a doctor's degree	90	60

Results: The evaluation results of the cultivation of positive psychological quality in English teaching are shown in Table 2. According to the analysis of the data in Table 2, 61.2% of the students scored more than 8 points on the cultivation of positive psychological quality in English teaching, which indicates that the students are more recognized by this talent cultivation method, which can effectively improve the cultivation level of positive psychological quality in English teaching.

Table 2. Evaluation results.

Score	Score proportion/%
0	1.1
1	1.2
2	2.4
3	2.6
4	4.3
5	5.3
6	9.1
7	12.8
8	15.4
9	23.3
10	22.5

Conclusions: College students have good positive psychological quality, which is the basis of college English teaching and the embodiment of teaching effect. Therefore, in the process of English teaching, teachers should cultivate students' positive psychological quality, promote their mental health, and finally grow into all-round development talents with social needs.

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TRADITIONAL AESTHETIC ARTISTIC CREATION BASED ON PERSONALITY PSYCHOLOGY

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Background: Personality psychology is an important branch of psychology. It is the only discipline in the contemporary psychology system to explore the complex organization of people's cognitive needs, emotional will and behavior as a whole. It is also the only discipline in the contemporary psychology system to systematically explore human nature. It explores, describes and interprets the unique patterns of individual thoughts, emotions and behaviors, and integrates many processes that can influence individual interactions with the environment, including biological, developmental, cognitive, emotional, motivational and social interactions, so as to make a holistic interpretation of individuals in real life. From the perspective of personality psychology, this paper explores the ideas of traditional aesthetic art creation, classifies and interprets the terms of personality according to the category of beauty, and makes an aesthetic examination of the works of traditional aesthetic art creation, opening a new vision of personality psychology and its methods. It provides reference for psychology, aesthetics and interdisciplinary research in more fields, and also provides feasible and effective strategies for personality aesthetic education, which has important significance.

Objective: In the process of creation, especially when the creation is in the best state, a series of significant changes will take place in the psychological form of the artist. At this time, the artist's ability of rational analysis and self-control will be sharply weakened, and the emotional impulse will be suddenly strengthened. The artist seems to be dominated by a strong alien force, and fall into the realm of true and false. This kind of uncontrollable unconscious mental state in the process of artistic creation shows that the artist has gone from the normal psychology dominated by reason to the abnormal psychology in unconsciousness. In this special psychological state, artists can't help breaking the boundary between reality and imagination, treating subjective imagination as objective reality and mixing the psychological world with the real world. Therefore, it is of great value and reference significance to analyze the creative thinking of traditional aesthetic art with the theory of personality psychology.

Subjects and methods: In the process of artistic creation, the subconscious will put the existing inner emotions and emotions in the works. This kind of thinking will also be accompanied in the picture and presented with the works of art. In the description elements of aesthetic psychology, emotion and perception, imagination, understanding and so on are integrated and supplemented to form a wonderful aesthetic experience.

Study design: In terms of artistic creation, the role of emotion is extremely important. It is combined with cognition, motivation and other psychological elements, and runs through the whole process. It is the core issue of artistic creation. Choose 30 art major students, according to the different situation of students, the corresponding collocation group, the level of personnel in each group is roughly the same; Students can also make their own combination, voluntary grouping, can also be randomly grouped by student number. Each group should not be too many, can be maintained in a group of 4 ~ 6 people, divided into 6 groups. Each group recommends itself or designates a group leader to be responsible for the activities of the group.

Methods: This paper selects six traditional aesthetic works of art, such as "Peony Pavilion", "clear mountains and rivers" and "water map". Each group of students analyzes the psychological state of the artist in the process of creation from the perspective of personality psychology. Combined with the specific era environment, the artist's personality and habits, and the artist's situation at that time, the group discusses and sorts out the specific creative ideas of the artist The psychological state of the artist and the personality characteristics of the artist. Then, it discusses the differences and similarities of personality psychology of artists in different works.

Results: After sorting out the discussion results of each group, it is found that the creative psychology of different artists mainly includes four aspects: Aesthetic perception, aesthetic imagination, aesthetic emotion and aesthetic understanding. The results of specific psychological characteristics are shown in Table 1.

Conclusions: The artist's psychology is closely related to his creation. It is obvious from the perspective of traditional psychology that it can provide a strong reference for the analysis of artists' personality.

Table 1. Statistics of the specific psychological characteristics.

Psychological feature	Specific explanation and performance
Aesthetic perception	It includes sensation and perception. Feeling refers to the subjective image of objective things in people's mind and the reflection of individual attributes of things. The object of aesthetic perception is not the objective physical property of things, but the aesthetic property of things.
Aesthetic imagination	Aesthetic imagination is a process of creating new artistic images or situations through purposeful organization and transformation on the basis of memory representation.
Aesthetic emotion	In creative activities, emotion is an intermediate link connecting psychological factors such as perception, representation, imagination, association, understanding and judgment. It integrates various psychological functions and promotes the development of artistic creative thinking; Aesthetic emotion is a kind of psychological reaction made by the aesthetic subject to whether the objective aesthetic object meets his own needs.
Aesthetic understanding	Aesthetic understanding is a kind of understanding interwoven with psychological factors such as perception, emotion and imagination, which embodies the rationality accumulated in sensibility and is the result of aesthetic judgment and logical reasoning. Aesthetic understanding is the expression and necessary link of deepening aesthetic feeling, which can promote imagination and association, and promote the sublimation of artistic meaning;

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DIGITAL MEDIA ART CREATION BASED ON COLOR PSYCHOLOGY

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Background: The major of digital media art has penetrated into the field of media, mostly in the form of digital expression. As a younger major, digital media art fully embodies the interaction between art and multimedia, as well as the progress and development of the times. When art and digital technology are combined, the use of science and technology to shape the image, create new and strange art forms, art will have a more colorful way to show. Color design plays an important role in digital media art creation. The existing psychological theory has proved that color environment has an important impact on people's emotion, intelligence and personality development. Therefore, in the research of color psychology in digital media major, how to improve the creators' keen observation and accurate transmission of color emotion is a key point. Because color directly affects people's emotional changes, the color course of digital media specialty can no longer be limited to the teaching content centered on color composition, and ignore the emotional creativity of color. In the digital media art creation, we should integrate the relevant color theory, skills, performance style and other factors into the emotional and functional design work training, such as using different color blocks to shape the same theme, giving the same content multiple emotional changes, and focusing on the life training in the early stage, such as characters of different ages, genders and occupations; Different things in the same environment; Group and independent element expression, later also free creation training method, let the creator in the whole creation process more profound understanding of color, combine natural color with design concept, create different emotional color matching form.

Objective: The color design ideas of digital media art must adapt to the development of the times and cultivate subjective and innovative design talents. Due to objective reasons, the traditional color design concept is deeply rooted, many designs professional basic color design cannot grasp the professional characteristics of the design plan, resulting in no in-depth understanding of the design color characteristics. Therefore, based on the perspective of color psychology, this study explores the creative forms of digital media art, and provides new ideas and reference for the creative creation of digital media art.

Subjects and methods: Color is an important course of digital media art major. It is not a simple

combination or superposition of colors, but the ability of designers to control and display colors. As the first element of visual transmission, color directly affects the emotional tendency of consumers and Experiencers. Therefore, training students' ability to control colors is the main content of basic color teaching. Therefore, in this study, taking the students of digital media art major in a certain school as the research object, we use different teaching methods to teach them, and test the artistic creation effect based on the perspective of color psychology.

Study design: Randomly selected 120 students in a school for the test, before the test, to understand the basic literacy of the test object, to ensure that there is no significant difference in the characteristics of the research object before the test. They were randomly divided into the control group and the experimental group, with 60 students in each group. The control group adopted the traditional teaching method, while the experimental group adopted the teaching guidance method based on the perspective of color psychology, focusing on Strengthening Students' ability to control color emotion and cultivating students' creativity and subjective expression ability, and testing the artistic creation effect of the two groups.

Methods: After one month's teaching guidance, the paper analyzes the influence of color psychology on digital media art by taking the degree of fit between the work and the real world (a), whether the art form expression of the work is novel (b), whether the viewer can realize two-way emotional communication when viewing the work (c) and the visual impact of the work (d) as the evaluation indexes, using the method of expert scoring, with a total score of 100 points for each item The influence of artistic creation.

Results: It can be seen from Figure 1 that the experimental group conducted teaching guidance from the perspective of color psychology, and the indicators of digital media art created by the experimental group were significantly higher than those of traditional teaching methods, which indicates that it is necessary to strengthen the control ability of color emotion and improve the ability of creation and subjective expression from the perspective of color psychology.
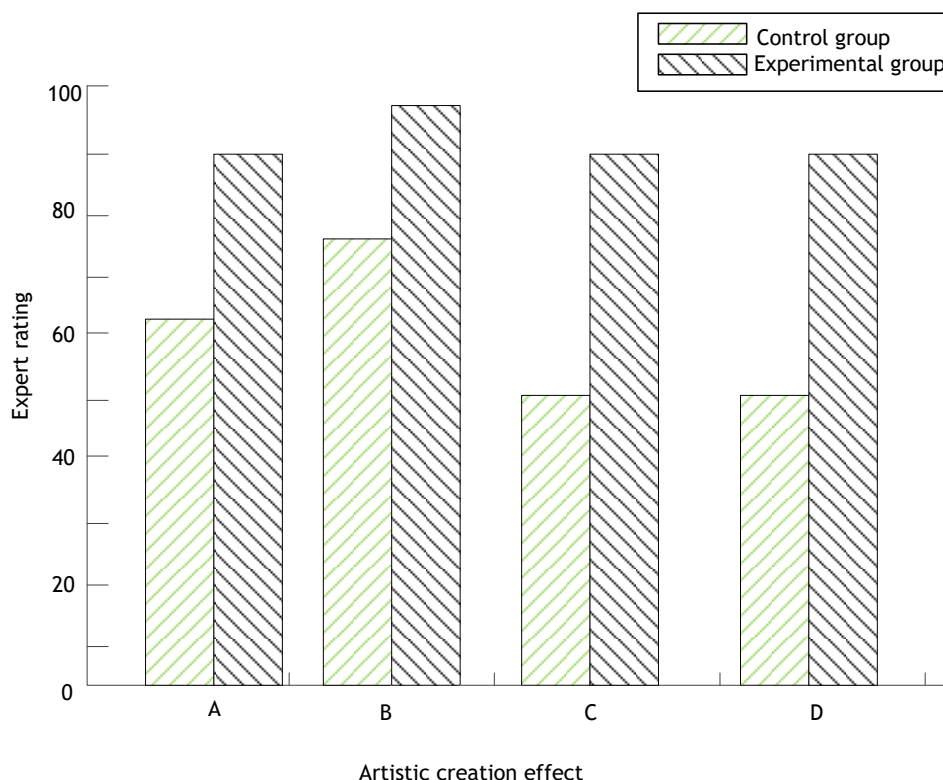
Figure 1. Comparison of expert scoring results.

Conclusions: As the basic theory of digital media major, color is mainly characterized by the reshaping of shape by color, focusing on the relationship between point, line and surface. With the progress of science and technology, various media have presented many novel and peculiar color forms. From the perspective of color psychology, the basic idea of the reform of digital media major is to train students' subjective application skills of color on the basis of color creation. According to the influence of color on emotion, color teaching content is carried out, and students are trained to skillfully apply color to the practice scheme of digital media related majors, so as to provide new ideas for the innovation and reform of digital

media art creation reference resources.

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INFLUENCE OF KANYANG CULTURE AND TOURISM ON THE ADJUSTMENT OF PSYCHOLOGICAL TENSION

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Background: In daily life, everyone will feel the existence of psychological pressure in varying degrees. Moderate psychological stress can promote people's physical and mental health and functional activities, while long-term stress beyond the individual's ability to adapt is harmful. It will not only cause a variety of uncomfortable psychosomatic symptoms, but also make people vulnerable to many diseases, and may make people suffer from diseases under the joint action of other factors.

According to the prediction of the World Health Organization, by 2020, health care related services will become the largest industry in the world, while leisure tourism related services will rank second, accounting for 22% of global GDP. The integration of health care + culture, tourism and leisure has given birth to a series of market hot spots, such as high-end medical care, specialized medical care, rehabilitation and elderly care services, which has become a new demand for mass tourism and health consumption.

The integrated development of health care and culture, tourism and leisure has ushered in many favorable policies and markets. The outline of "healthy China 2030" plan and the guiding opinions on the construction of healthy villages and towns in healthy cities put forward: Based on the whole population and the whole life cycle, we should do a good job in the big health industry, and actively promote the integration of health and pension, tourism, fitness and leisure, and food to develop new industries. It has promoted culture, tourism and health care to a huge market level.

Subjects and methods: Double blind experiment was used. The experiment was divided into pre-test and post test. The subjects in the experimental group were filled in by the scale issued by the fixed tester at the same time and place. The pre-test time is 15 minutes before the welcome party, and the post test time is 15 minutes after the party. The test place is the conference room. The experimental intervention time is days. Leisure sports tourism refers to the whole five-day tourism process in Yangzhou, including scenic spot tourism, hot spring spa, fitness and entertainment, sports, party and so on.

Results: According to people's psychology, the use of garden elements to create a positive and healthy space, guide people's attention, so that people have a positive mood. Through the natural landscape created by plants, it can attract people's attention, stay away from the noisy, polluted and hard environment of the city, stimulate people's sense of happiness, make people full of mood, relax and relieve pressure.

Ditan traditional Chinese medicine health culture park, with the theme of traditional Chinese medicine health culture, is the first park with the theme of health culture in China. Chinese medicine culture is expressed in the form of plants, sculptures, water systems, roads and words, and integrated into the landscape environment. According to people's five internal organs, it is divided into five different functional areas, and each area is designed according to different health functions.

Figure1. "Lung" gold area mark and "spleen" soil area mark.

Table 1. Survey results of mood changes after visiting (*n*=52).

Mood changes	*Percentage*/%
More relaxed, less stress, more satisfaction	54
Energy recovery, stronger	12
Happy and positive	12
The mood has not changed	10
Be able to think and find solutions to problems	5
A change in belief or spirit	5

The survey shows that more than 80% of the people are more relaxed, the pressure is relieved, and the mood becomes more pleasant and positive after playing. The landscape elements that make people feel better are the fresh air, sunshine, breeze, sound of running water, gorgeous colors, flowers and trees, art sketches and the space enclosed by plants and walls in the natural environment. Through the analysis of the theory of environmental health preservation and the landscape of natural health preservation environment, it is concluded that the landscape of natural health preservation environment can play the role of sensory regulation, psychological regulation, physiological regulation and landscape treatment through the natural environment itself and people's sensory stimulation, so as to play the role of health preservation for people.

Conclusions: People's needs vary with time and place. The demand of tourists in health tourism mainly includes the demand of physical and mental health; the demand of fresh stimulation; the demand of spiritual pursuit. In landscape design, we should start from people's psychology to understand people's rich emotions, and use the knowledge of psychology to guide the design of humanized space.

Some psychologists and medical experts have proved that the natural environment has an important impact on the spirit, emotion and psychology of the human body. The natural environment landscape can produce psychological effect on people, make people edify their sentiment, broaden their mind, eliminate worries, and turn negative emotions into optimistic, happy and positive states. Garden products, rockery flower beds, tree shade paths and so on can give people a beautiful enjoyment, pleasing to the eyes, give people a comfortable, relaxed, happy feeling. Modern medicine has proved that beautiful natural landscape can be beneficial to people's advanced nervous activities, especially the regulation of cerebral cortex function, and plays an important role in regulating and health care of people's mental mood and mental state. On this basis, it can cause the functional changes of autonomic nervous system and endocrine system, and then improve the functions of other organs and the whole body, improve the metabolic function, immune function and environmental adaptability of the body, so as to eliminate tension and fatigue, enhance physique and improve work efficiency. Beautiful landscape can make the cerebral cortex to establish a new, benign excitation focus, in order to transfer and eliminate mental tension and psychological contradictions, make the mood comfortable, mental balance, etc., to achieve the purpose of health.

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APPLICATION OF PSYCHOLOGICAL EFFECT IN THE MONITORING OF SCHOOL TEACHING QUALITY

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Background: Psychological effect refers to the phenomenon that people will produce the same or similar emotional or psychological reaction in the process of understanding who and reforming the society under the social psychological phenomenon and the law. As a kind of social psychological law, it can feel the powerful forces from psychology, and it can also dominate our actions and influence our thinking. It is a common psychological phenomenon, which exists in the teaching process of colleges and universities.

Facing the new era students as high-level technical talents in the future, educators should be able to grasp and use the positive role of psychological effects. If we can correctly understand the psychological effect and apply it to the teaching quality monitoring, we can improve the teaching quality.

This paper, starting from the interpretation of psychological effects, points out the necessity of using psychological effect in the teaching process, and provides the educators with the method of using psychological effect in teaching.

Subjects and methods: This paper mainly introduces psychological effect in the process of teaching quality monitoring to improve the monitoring effect. This study is mainly through the questionnaire survey of school teachers and students, which is mainly divided into two parts: teachers and students. The sample size is 300 teachers and 300 students. The teacher questionnaire and the student questionnaire are designed for teachers and students respectively. Before and after the teacher questionnaire is divided into two parts, namely closed question group and open question group. The students' questionnaires are mainly closed questionnaires. A total of 600 questionnaires were collected, 27 of which were randomly answered, indistinct and with obvious defects were excluded. A total of 288 valid questionnaires were collected from teachers and 285 from students. The effective questionnaire rate of teachers was 96%, and that of teachers was 95%.

Study design: In this paper, the positive psychological effect, negative psychological effect, positive psychological effect and negative psychological effect coexist psychological effect, the influence of school teaching quality monitoring effect is analyzed.

Methods of statistical analysis: In this paper, SPSS22.0 is used to analyze the data, independent sample t-test and one-way ANOVA are used to analyze the influence of psychological effect on the monitoring effect of school teaching quality.

Results: Analysis of the psychological effects on the quality of school teaching, the results are shown in Table 1.

Table 1. Analysis of psychological effects on school teaching quality.

Variable	Coefficient	Standard deviation	t	P
Positive psychological effect	0.488	1.964	-17.606	0.000
Negative psychological effects	0.427	1.766	0.266	0.010
Psychological effects in which positive psychological effects and negative psychological effects coexist	-0.395	1.578	-2.4176	0.000

It can be seen from Table 1 that the positive psychological effect has a significant effect on the improvement of school teaching quality, and it is believed that the psychological effect has a certain regulatory effect on school teaching quality. The coexistence of positive psychological effects and negative psychological effects has a certain effect on the improvement of teaching quality, but the effect is lower than the positive psychological effects, which indicates that the existence of positive psychological effects can effectively improve the quality of school teaching.

The results of the school's teaching quality monitoring effect analysis after the psychological effect is shown in Table 2.

Table 2. Analysis of the effect of school teaching quality monitoring after psychological effects.

Variable	Coefficient	Standard deviation	t	P
Positive psychological effect	0.354	1.764	-15.910	0.000
Negative psychological effects	0.374	1.479	0.510	0.135
Psychological effects in which positive psychological effects and negative psychological effects coexist	0.397	1.412	-3.120	0.000

It can be seen from Table 2 that after the introduction of positive psychological effects, negative psychological effects, positive psychological effects and negative psychological effects coexisting psychological effects, there is a certain improvement in the monitoring of school teaching quality, especially the corresponding P value for positive psychological effects 0.00, less than 0.05. It can be considered that at the significance level of a=0.05, the coefficient is significantly greater than zero. The P value corresponding to the negative psychological effect is 0.135, which is greater than 0.05. Therefore, it

can be considered that the significant level of a=0.05 indicates that the negative psychological effect has a significant impact on the monitoring of school teaching quality.

Through the analysis of the relationship between the positive psychological effect, the negative psychological effect, the coexisting psychological effect of the positive psychological effect and the negative psychological effect, we can know that the use of psychological effect is significant in the monitoring of school teaching quality.

Conclusions: In summary, as a school administrator, it is necessary to study teachers, master their psychological characteristics and psychological needs, apply the laws and effects of psychology to education and teaching management, and realize the "hyperlink" between psychological effects and management work. And in the teaching process, the flexible and accurate use of psychological effects has played a multiplier effect on stimulating students' learning enthusiasm and effectively improving the quality of teaching.

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CONSTRUCTION AND APPLICATION OF SOCIAL PSYCHOLOGICAL SERVICE SYSTEM FROM THE PERSPECTIVE OF PUBLIC MANAGEMENT

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Background: Social psychological service system is the top-level design of strengthening the construction of social psychological service and cultivating healthy social mentality. It is a social policy to advocate and promote social psychological service from the height of system construction, and to promote the integrated development of society by solving individual and social psychological problems faced by individuals and groups. The construction of the social psychological service system requires the state to stand at the height of the system and system. In addition to the government itself, it also needs to coordinate the forces of all sectors of society, including the service personnel of various social institutions, including communities, hospitals, educational institutions and other third-party institutions, psychological service workers and social workers, As well as online and offline platforms such as social media and network, we should set up corresponding system objectives, system, system evaluation and system guarantee for the construction of social psychological service system from the economic, political and cultural levels by comprehensively using various elements.

Objective: From the perspective of public management, the construction of social psychological service system has two threads, one is based on social mentality, the other is based on mental health. The social psychological service system should be a multi-dimensional structure, which includes not only the psychological consultation for ordinary people in daily life, the popularization of individual psychological knowledge and mental health education, but also the shaping of social mentality and social psychological counseling at a more macro level. Therefore, from the perspective of public management, this study constructs a social psychological service system, applies it in a small scope, and analyzes its effectiveness.

Subjects and methods: Adhere to the principle of focusing on effectiveness, realize the "hierarchical classification and accurate service" of various psychological problems, provide public service products to the public, and brand, precision and customization of public service products of social and psychological services. To explore the working mode of social psychological service and the standardized management measures of crisis intervention, and build a social psychological service mode that is really accepted by the people, meets the needs of the people, and is welcomed by the people, so as to accumulate experience for the construction of the national social psychological service system.

Study design: In a certain region, the social psychological service system is constructed from the perspective of public management, and the satisfaction of the people in the region is discussed. The specific system construction direction is as follows: (1) It is a comprehensive, sound and standardized platform for grassroots psychological service and psychological assistance. Relying on the existing comprehensive service facilities in urban and rural communities, psychological counseling room or

psychological counseling studio will be established to provide psychological counselors or volunteers for grassroots units. (2) We should improve the psychological service network of education system, improve the psychological service network of institutions, enterprises and institutions, and enhance the mental health service ability of medical institutions. (3) We will improve the popular science propaganda network of mental health, including traditional media and new media. (4) Strengthen the construction of emergency psychological service system. Do a good job in all kinds of emergency technical plan, cultivate professional psychological assistance and crisis intervention team.

Methods: The study area includes 570 people, and the application time of the system is 15 days. After 15 days, the questionnaire survey is used to analyze the public satisfaction of the system. A total of 570 questionnaires were sent out and 552 were recovered, with a recovery rate of 96.84%.

Results: The data obtained from the application of the social psychological service system is shown in Figure 1. It can be found that people's satisfaction and support for the system is high, with 96.7% satisfaction and 93.8% support.
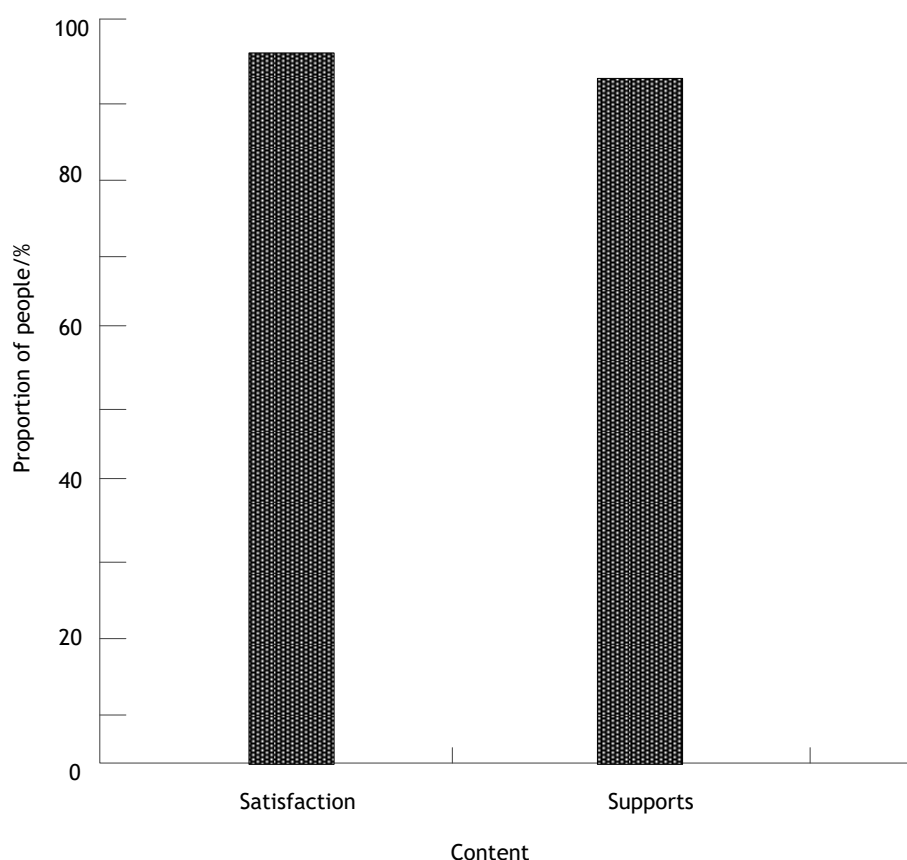
Figure 1. Statistical results of satisfaction and support.

Stable social order and good social psychology are the primary goals of social governance. Maintaining a positive and healthy social mentality can effectively promote the rational identification of social groups and actively support the governance of social environment. It can not only reduce the difficulty of social governance, but also smoothly carry out social reform and various governance links. In other words, the premise of social stability is a good social mentality, so social stability is the concrete manifestation of the external social mentality. At the same time, a good social mentality can support the process of social governance, promote social groups to have a calm and rational understanding of social phenomena and social environment, reduce the extent of psychological conflict of social groups, enhance the ability to tolerate social environment and psychological endurance, and promote the level of social psychological service. Therefore, in the high degree of satisfaction and support, the social psychological service system can be developed smoothly, which also verifies that the social psychological service system is basically feasible.

Conclusions: The construction of social psychological service needs multi-faceted and multi-level guarantee. In addition to the government's guarantee in policies, funds, talents, laws and other aspects, enterprises and institutions, communities, hospitals and social organizations should establish corresponding rules and regulations according to their own service population, service environment and service content;

Establish evaluation standards for service personnel, venues and facilities to ensure the reasonable and effective operation of social psychological service system.

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CAUSES AND COUNTERMEASURES OF NEGATIVE PSYCHOLOGY IN VIOLIN PERFORMANCE TEACHING

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Background: In the process of playing musical instruments, performers not only need to master playing skills, but also need to have a strong psychological quality, need to have a good psychological state, in order to be able to effectively perform Violin and achieve the ideal performance effect. However, at the present stage, some violin performers have negative music psychology, with heavy psychological burden, timidity, tension and difficulty in performing effectively. Therefore, it is necessary and important to study the causes of negative music psychology and put forward effective methods to overcome it, which is directly related to the level of performance and has important practical significance for effective performance.

Objective: Music psychology is an important branch of general psychology. Through the research of music psychology, music teaching can be effectively carried out, music performers can be properly tutored and alienated, and various laws of music psychological phenomenon in violin performance can be explored, so as to overcome negative psychology, improve music quality, perfect music theory and improve performance skills. Taking violin performance as an example, this paper expounds the negative music psychological factors in violin performance and the ways to overcome them, hoping to eliminate the negative psychology of performers and improve the performance level.

Subjects and methods: This paper takes 50 violin performance students who have stage experience as the research object, one-on-one interviews are conducted by using the interview method, and the interview time is set at 10 ~ 60 minutes. The main contents of the interview include the students' psychological state after going on stage, understanding the psychological changes of students who have stage experience for many times, and the main considerations of students when they go on stage, and guiding the students to conduct self-evaluation and fully score Analysis of students' psychological state. SPSS15.0 software was used to analyze the data of students' psychological state.

Results: In the process of violin performance, there are some common negative music psychology, which will seriously affect the normal level of violin players, affect the self-confidence of violin players, and is not conducive to students' performance and performance. The negative music psychological factors in violin performance are mainly reflected in the following aspects (Table 1). First, nervous stage fright. Nervous stage fright is a very common negative psychology and a common psychological phenomenon. Most violin performers will have nervous stage fright when they perform on the stage several times before. It is mainly manifested as nervous, timid, anxious and worried about gain and loss before going on stage. After going on stage, their heart beats faster, their thinking is chaotic and incoherent. After going off stage, they feel relieved and worried about gain and loss Self evaluation was low. Second, inferiority complex. Inferiority complex is a common negative psychology. Some violinists may have poor skills and low self-evaluation. They are prone to inferiority complex. If they want to succeed, they are afraid of failure. They are hesitant and hesitant in the performance process. They are prone to retreat and affect the performance effect. Third, fear and anxiety. Some violinists tend to exaggerate their problems. They always think a lot and worry a lot. They will exaggerate their negative imagination. They are always afraid of the consequences waiting for them after failure. They will show anxiety and fear, which will affect the performance effect and cause a vicious circle.

Table 1. Negative music psychological factors in violin performance.

Mentality	Nervous stage fright	Inferiority complex	Fear and anxiety
Number of people	26	15	22

After enrollment, in the process of receiving school education, students begin to sprout collective consciousness and personal concept of honor and disgrace. In the process of learning, they begin to pay attention to the ranking, scores, comments and other evaluation results, and the sense of competition gradually emerges. With this phenomenon, how to correctly treat academic performance, adjust and maintain a good attitude. It has also become a topic of concern. In violin teaching, competition and grade

examination belong to evaluation activities. Students' participation in such activities can not only improve their violin playing skills, but also greatly promote their learning enthusiasm. However, if too many entries or poor performance, will have a greater impact on students, how to balance the pros and cons between the two has become a problem to be solved. In view of this problem, this paper holds that, first of all, proper participation in the competition promotes the students' enthusiasm for learning piano. In order to keep their enthusiasm, different competition forms and examination places can be selected for different children. For example, beginners can take part in some small competitions, which not only satisfy their desire to perform on stage, but also exercise their physical quality; Some students find it hard to recite the etudes with low melody, so they can choose the place where they are allowed to read the score and take part in the examination, which not only reduces the burden of students, but also exercises their reasonable quality. Secondly, before participating in the competition and examination, we should organize several stage walking activities and communicate with students to adapt to stage performance so as to maintain and adjust good private state in public and avoid students with nervous emotions.

Conclusions: The teacher should guide students to lower their expectations. The greater the expectations, the greater the disappointment. Performers need to set a reasonable goal for themselves, so as not to produce too much psychological pressure, affect the performance effect and produce negative music psychology. At the same time, teachers should guide students to carry out positive self suggestion. Through positive self suggestion, performers will build up self-confidence and firmly believe that they can do it, so as to eliminate the negative psychology of inferiority and anxiety, and show their best level in a relaxed state and improve their performance ability.

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MANAGEMENT STRATEGIES OF COLLEGE COUNSELORS FROM THE PERSPECTIVE OF PSYCHOLOGICAL DEFENSE

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Background: With the development of social economy, although people's material and cultural life has been effectively satisfied, the psychological problems they face in daily life and work have become more prominent. Especially for current college students, because their psychology is not fully mature, coupled with the impact of the times on college students' psychology, the psychological problems of students are very serious, which puts forward higher requirements for the student management work of college counselors. Therefore, in the new era, in the process of student management, counselors need to pay attention to the psychological education of students, use the relevant theories of psychology to solve the psychological problems of students in their study and life, and promote the development of students' mental health. The concept of psychological defense mechanism proposed by Freud, the founder of the psychoanalytic school, effectively explains how psychology works at the subconscious level, and how to effectively break through the limitations of psychological defense mechanism, which is the focus of the current college counselor student management work.

Objective: In order to provide valuable enlightenment and suggestions on improving the effectiveness of student management behavior of counselors, analyze management methods from the perspective of psychological defense.

Subjects and methods: This study takes freshman to senior students from 5 universities in a certain area as the main survey objects. According to statistical analysis, among the 100 students who participated in this survey, 15 are freshmen and sophomores. There are 24 students, 29 are juniors, 32 are seniors; 45 are boys, 55 are girls, 31 are student cadres, and 17 are party members. A random sampling method was adopted. A total of 120 questionnaires were distributed, 118 were returned, and 116 valid questionnaires were collected. The students are divided into two groups, specifically the experimental group and the control group. Among them, the instructors and teachers of the experimental group analyze the characteristics of the students' psychological activities on the basis of fully considering the psychological defense problems, and then use psychological intervention methods to conduct targeted Student management. The control group used traditional management methods and did not involve psychological defense issues.

Study design: The study mainly uses questionnaire surveys, supplemented by interviews with relevant students. On this basis, the collected data are summarized and analyzed, and statistically analyzed and processed according to statistical methods. There are 4 major factors in the defense style questionnaire, which are immature defense mechanism (D1): 8 defense strategies: projection, passive attack, unconscious manifestation, complaining, fantasy, division, withdrawal, and somatization; mature defense mechanism (D2): three defense strategies of sublimation, depression and humor; intermediate defense mechanism (D3): reaction formation, release, prevention, avoidance, idealization, pseudo altruism, omnipotence with incompetence, isolation, and identity 13 defense strategies, denial, association tendency, consumption tendency and expectation, cover-up factor (D4).

Methods of statistical analysis: The research tool used is the self-compiled "Questionnaire Survey on the Effectiveness of University Counselors' Management Behaviors", In order to make the questionnaire as reasonable and thorough as possible, this questionnaire refers to a lot of relevant domestic and foreign materials, and is designed according to the theory of management behavior and the reality and characteristics of student management by counselors.

Results: (1) Students' overall satisfaction with the current counselor's management behavior.

Table 1 shows the overall satisfaction of the two groups of students with the management behavior of the counselor.

Table 1. Students' overall satisfaction with the management behavior of counselors.

Number of students/person	Experimental group score	Control score
20	85	63
40	87	60
60	89	61
80	90	58
100	87	57

In the analysis of related differences, it is found that there is a significant difference between the experimental group and the control group in the overall satisfaction of the counselor's management behavior ($P<0.05$). Statistical analysis found that the overall satisfaction of the students in the control group with the management behavior of the counselors was low, with a score between 57-63. The students in the experimental group generally had a high evaluation of the management work of the counselors.

(2) Views on the effectiveness of the counselor's management behavior

In the experimental group, the students' evaluation of the effectiveness of the counselor's management behavior was investigated, and the results are shown in Table 2.

Table 2. Counselor's management behavior effectiveness level performance situation.

Factor	Number of students/person
Treat all students fairly, openly and fairly	48
Often mingle with students	35
Can solve all kinds of conflicts within the student group in a timely and effective manner	42
Appraise students reasonably	40
Can listen to the opinions of students widely	45

The statistical results show that the current top five factors in the evaluation of the effectiveness of the counselor's management behavior are: fair, open, and fair treatment of all students (48 people), ability to listen to students' opinions (45 people), and ability Resolve various conflicts within the student group in a timely and effective manner (42 people), evaluate students reasonably (40 people), and often mingle with students (35 people). It can be seen that counselors' planning ability, decision-making ability, activity organization ability, ability to coordinate students' contradictions, innovation and adaptability, reasonable evaluation of students, fair and just principle of doing things, reasonable decentralization and concern for students are the key to the effectiveness of counselors' management.

Conclusions: Counselors need to actively play their own role, integrate the mental health education of students into the process of student management, give full play to their own charm, use relevant psychology knowledge to solve the psychological problems of students, and in In this process, every student is treated equally, according to the actual situation of the students, targeted measures are taken to promote the healthy development of students' psychology and build a harmonious teacher-student

relationship.

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INVESTIGATION AND ANALYSIS ON THE PSYCHOLOGICAL STATUS OF THE PERSONS WHO ARE PLACED ON THE LIST OF DEFAULTERS

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Background: The credit system is a social system composed of a series of laws, rules, methods and institutions to support, assist and protect the smooth completion of credit transactions, which is an important part of the socialist system with Chinese characteristics. In the modern market economy, credit is the precondition of any economic transaction. If there are a lot of dishonest behaviors and phenomena, it seriously restricts the healthy development of the socialist market economy. In the market credit transaction, dishonesty is immoral behavior and the opposite of the development of credit transaction. Dishonesty mainly refers to the behavior of not abiding by the economic contract, especially the behavior of not abiding by the credit or credit sales contract, which can seriously affect the transaction speed, transaction efficiency, transaction scale and transaction quality between enterprises, destroy the normal credit relationship between economic entities based on the contract, seriously affect the development and growth of the market system, and greatly improve the market transaction efficiency Ben. Dishonesty also brings serious harm to the credit mechanism of the society. When the credit givers encounter dishonesty, they will face property and economic losses, which will inevitably lead to many physical and mental diseases. In order to explore the psychological status of the dishonest executers after publication, the SCL-90 symptom checklist, self-rating depression scale and self-rating Anxiety Scale were used to investigate and analyze the psychological status of 20 dishonest executers after publication.

Subjects and methods: The respondents were 20 persons in the list of dishonest persons published from 2016 to 2019. Each of the 20 persons had consulted the psychological consultation department of the hospital about the content design, the financial field or the owners of small and medium-sized enterprises, and the credit givers suffered from dishonest content. There were 16 males and 4 females, ranging in age from 20 to 50 years, with an average of 33.16±1.84 years.

Study design: The study mainly uses SCL-90 symptom self-assessment scale, depression scale and anxiety self-assessment scale. Under the guidance of doctors, each item of each scale shall be independently evaluated according to the actual situation of the investigator. It is not allowed to discuss or copy the evaluation results with others. If there is plagiarism or discussion with others, the investigation results shall be eliminated. The results of the test were statistically analyzed and compared.

Methods of statistical analysis: In order to compare the two groups of comparative experimental indicators, the measured data were analyzed by t-test.

Results: See Table 1 for the results of psychological investigation and analysis of the dishonest persons. It can be seen from Table 1 and able 2 that the scores of each factor in the SCL-90 analysis of 20 cases of dishonest executers after publication are significantly higher than those in the domestic conventional model, among which somatization, depression, anxiety, terror and interpersonal relationship are the most prominent. According to the test results, 67.4% of them felt that they had no future and no hope, and 32.6% of them had negative suicidal thoughts. The average scores of SAS and SDS were 38.65 ± 8.35 and 46.20 ± 10.68 respectively, which were significantly different from the domestic norm. Among them, 12 people with SAS total score ≥ 50, accounting for 60% of the total, and 8 people with SDS total score ≥ 50, accounting for 40%.

The SCL-90 included 9 factors: somatization, compulsion, man-machine relationship, depression, anxiety, hostility, phobia, paranoia and psychoticism. The total score, total average score, number of positive items and all factor scores of 20 credit givers who suffered from dishonesty were higher than those of domestic long-term model. It shows that the mental health status of these people is worse than that of healthy people. The scores of somatization, depression, anxiety, phobia and interpersonal relationship were

significantly higher than those of the domestic norm, indicating that such people have serious psychological problems in these aspects. According to the results of SAS and SDS, the incidence of anxiety and depression were 50% and 57.7% respectively.

Table 1. Comparative Analysis of SCL-90 evaluation results of credit givers after the announcement of dishonest Executees ($\bar{x} \pm s$).

Factor	Research Group	Norm group	t	p
Force	2.51±0.51	1.85±0.25	10.94	P<0.001
Somatization	2.22±0.67	1.04±0.41	1.63	P>0.05
Interpersonal Relationship	2.39±1.32	2.16±0.61	12.85	P<0.01
Depressed	2.17±0.67	2.09±1.30	12.51	P<0.001
Anxious	2.51±1.30	0.96±0.51	11.18	P<0.001
Hostile	2.14±1.36	2.04±0.68	0.98	P>0.05
Terror	1.27±0.54	1.64±0.69	8.57	P<0.001
Paranoia	1.52±1.36	1.46±0.21	1.06	P>0.05
Psychotic	2.04±0.61	1.71±0.67	1.83	P>0.05

Table 2. Comparison of SAS and SDS scores of credit givers after the announcement of dishonest executers ($\bar{x} \pm s$).

Factor	Research Group	Norm group	t	p
SAS	38.48±0.69	33.81±0.20	5.69	P<0.05
SDS	46.67±0.27	41.84±0.34	2.81	P<0.05

Conclusions: The original intention of honesty is to be honest, sincere, trustworthy and trustworthy, and to oppose counterfeiting and fraud. Dishonesty is a kind of immoral behavior, which causes losses to the society and credit givers, and thus has a significant impact on their spirit. In view of this, this paper investigates the psychological state of those who encounter dishonesty after publishing the list, so as to understand their psychological characteristics, and provide reference for later psychological intervention and reasonable formulation of credit policy.

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CAMPUS FOOTBALL ACTIVITIES ON RELIEVING COLLEGE STUDENTS' SOCIAL ANXIETY

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Background: Social anxiety refers to the tense and discomfort experienced by individuals who are concerned about being concerned or evaluated in public or social situations, afraid that they will be ugly or embarrassed, and self-evaluation is negative. However, they often avoid behaviors. In recent years, the mental health problems of college students are increasingly prominent. For the college students with some social anxiety disorder tendencies, but they fail to meet the strict diagnostic standards of social anxiety, social anxiety not only brings pressure on students in learning, life, work and interpersonal aspects, but also harms the physical and mental health of patients for a long time, and also easily affects family and social work the ability to play poses a major threat. Therefore, the mental health of college students is increasingly concerned, which is also one of the important psychological problems which have high incidence, long duration and influence the achievement and interpersonal harmony of college students. At

present, the treatment of social anxiety can only delay the condition, and the side effects of most drugs show that the treatment of social anxiety drugs is limited in application; while the behavioral therapy methods such as exposure shock and system desensitization can help or relax training, and achieve good results, but it is difficult to overcome the disadvantages of complex procedures, time-consuming and high cost. In addition, it is constantly increasing in addition to the study of strong social skills, social anxiety people urgently need a safe, cheap, simple and effective psychotherapy.

This study takes campus football as the starting point, and closely focuses on the impact of campus football activities on the psychological intervention of College Students' social anxiety.

Subjects and methods: Thirty students in a university were randomly divided into two groups, the experimental group and the control group. And the subjects need to meet the needs of normal family relations, income of 5000-8000 yuan, good health, no history of various diseases. According to the physical and mental characteristics of college students, the campus football program was designed, and the experimental group was given 12 weeks of campus football activities, while the control group was given routine demonstration football teaching training. Through the comparative analysis of the social anxiety of the two groups of students in the pre-test and post test, the final result was obtained.

Study design: In the process of research, SASC scale is used to evaluate sophomores in a university. A total of 100 questionnaires were distributed and collected by random sampling. 85 valid questionnaires were collected, and the effective rate was 85%. Among the 85 questionnaires, the total score of 42 is higher than 8, which is higher than the national norm. From the 42 students, 30 students who are willing to sign the confidentiality agreement and cooperate with the experiment are selected as the experimental subjects for the test, and then they are reasonably divided into two groups, namely the experimental group and the control group. The scale has 10 questions, using a three-level scoring system, never (0), occasionally (1), often (2). The score range of the scale is 0-20, which indicates that the possibility of social anxiety symptoms is from small to large. The scale mainly reflects two dimensions, 1, 2, 5, 6, 8 and 10 are fear of negative evaluation dimensions; 3, 4, 7 and 9 are social avoidance and distress dimensions. The Cronbach coefficient of the scale is 0.76. The reliability of the scale is 0.67 (n = 102) and the half reliability is 0.81. The scores are moderately correlated and significant.

Methods of statistical analysis: In this study, Excel and spss22.0 statistical software were used to analyze the data. All quantitative data were expressed by means ± standard deviation. Independent sample t test was used to compare the differences between different groups. There was significant difference between P < 0.05 and P < 0.01.

Results: The results of comparative analysis on the influence of campus football activities on College Students' social anxiety psychological intervention are shown in Table 1 and Table 2.

Table 1. Pre test scores of social anxiety of students in experimental group and control group.

V_1	Total score		Social avoidance and distress		Fear of negative evaluation	
	Experience group	Control group	Experience group	Control group	Experience group	Control group
Average value	9.24±1.21	9.64±1.25	4.36±1.54	2.15±1.34	5.15±1.98	6.5±1.54
t	-0.546		2.641		-2.851	
P	0.591		0.014		0.015	

From Table 1, we can see that the scores of the two groups of College Students' social anxiety before the start of campus football activities were analyzed by t-test. The results showed that the pre test social anxiety score of the experimental group was 9.2, the pre test social anxiety score in the control group was 9.5, and the P value was 0.590 > 0.05. There was no significant difference between the two groups.

The results of social anxiety test in experimental group and control group were tested significantly, and the data in Table 2 were obtained.

It can be seen from Table 2 that in the test data after the experiment, the total score of social anxiety evaluation of the experimental group is 7.6, which is lower than 8, indicating that the social anxiety has been reduced to a normal range, and the students' fear symptoms and social fear have been improved to a certain extent. The two groups of college students in the fear of negative evaluation dimension of P is 0.000, the total score of P value is 0.001, both < 0.05, showing great significance.

In a word, campus football activities can create a positive, upward and harmonious atmosphere for college students. As a team sport, college students need to constantly communicate and cooperate to complete the task in the experiment. In this process, they need to constantly cooperate, communicate and exchange, so that they become more and more familiar with each other and can integrate into the group. This process is due to some problems for students with social phobia, it is a gradual process from shallow to

deep. In this process, they can feel the importance of communication step by step, and gradually put down their psychological fear and defense, and become more willing to communicate.

Table 2. Posttest scores of social anxiety of students in experimental group and control group.

V₁	Total score		Social avoidance and distress		Fear of negative evaluation	
	Experience group	Control group	Experience group	Control group	Experience group	Control group
Average value	7.24±1.51	9.54±1.05	3.36±1.28	2.91±1.14	4.15±1.28	6.7±1.24
t	-3.561		-4.671		-6.091	
P	0.001		0.001		0.000	

Conclusions: Through this study, campus football has a positive effect on college students. Around the research theme, campus football can optimize the social anxiety of college students. And through the rich and colorful football activities, the students' sense of competition has been obviously stimulated, and the students' desire for victory is overwhelming. In order to obtain the victory fruits of the game, Zeng yuan must have a benign and effective communication. Therefore, when the students communicate with each other, the disadvantages of social anxiety are naturally put aside and effectively alleviated Social anxiety.

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APPLICATION AND PRACTICE OF EDUCATIONAL PSYCHOLOGY IN THE TEACHING OF COLLEGE STUDENTS MAJORING IN PHYSICAL EDUCATION

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Background: College students are a special social group. The university stage is not only an important turning point in life, but also a critical period of individual development. The legal life in this stage is very sensitive, but the mind is not mature enough. Facing the pressure of study, interpersonal relationship, love, economy, employment and so on, they are facing severe psychological challenges. Faced with the failure of an exam, some students will find their own reasons and succeed through further efforts, while others will appear depression, depression, weariness, abandonment and other negative emotions; some negative news in real life makes it difficult for us to understand, and repeated University events wake up Jinzhong. The mental health level of college students is not in good condition According to the actual data, about 20-30% of college students have the tendency of mental disorder, about 10% have the serious mental disorder, and about 1% have the serious mental abnormality, and the proportion of people with mental health problems is increasing year by year. Therefore, it is a very important and urgent task to strengthen the teaching of College Students' mental health. It is very important to study the distribution characteristics of psychological pressure and resilience of different university groups in order to help college students improve their mental recovery ability, relieve psychological pressure and improve their mental health.

Subjects and methods: Taking the junior teachers of a university as the research object, the investigation scope includes the key majors and general majors, and the professional direction includes physical education, social sports, human body sports, sports training and national traditional sports. Through the investigation and study of different gender, different nationalities, different professional sports university teachers in the teaching work of emotional and mental health. The sample size of this sampling survey was 25, 3 invalid questionnaires were eliminated, and 22 valid questionnaires were obtained. The effective recovery rate was 88%, including 13 male teachers, accounting for 59%, and 9 female teachers, accounting for 41%. In the investigation, we need to quickly grasp the first-hand investigation data, and put forward the corresponding emotional intelligence and mental health problems according to the characteristics of the teaching work of college students majoring in physical education.

Study design: During the study, SCL-90 was used to evaluate the mental health status, with 9 symptom factor scores and total scores. EPQ was used to evaluate personality characteristics, and psychoticism (P), introversion and extroversion (E), neuroticism (n) and concealment tendency (L) were measured. The SCL-90 was compiled by de Rogatis, L.R. and translated and revised by Wang Z.Y. in China. It has 90 items, including feeling, thinking, emotion, consciousness, behavior, living habits, interpersonal relationship, diet and sleep. The score of the test is 1-5. The higher the score, the worse the mental health. The coefficient of

internal consistency is 0.683-0.872, the total table α = 0.973.

Methods of statistical analysis: The data processing of the investigation results is carried out by using Excel and SPSS25.0 software, which provides reliable and detailed data for this study.

Results: The results of comparative analysis of the influence of educational psychology on the teaching of college students majoring in physical education are shown in Table 1-3.

Table 1. Comparison of SCL-90 factors among teaching teachers of Physical Education Majors of different genders.

	Male	Female	*F*	*P*
Total score	1.73±0.21	1.73±0.42	0.213	0.5634
Somatization	1.57±0.58	1.58±0.24	0.032	0.8211
Force	2.02±0.62	1.93±0.34	2.813	0.0321
Interpersonal relationship	1.82±0.32	1.91±0.32	0.043	0.823
Depressed	1.72±0.45	1.76±0.34	0.092	0.721
Anxious	1.61±0.32	1.65±0.45	0.032	0.842
Hostile	1.78±0.73	1.78±0.83	0.452	0.526
Terror	1.45±0.56	1.43±0.46	0.003	0.947
Paranoia	1.83±0.43	1.83±0.67	0.176	0.673
Psychotic	1.53±0.43	1.63±0.67	0.100	0.764

Taking the major as the independent variable to analyze the total score of SCL-90 and the level of 9 factors of male and female university teachers, the limitation of MANOVA analysis is that there is no statistical difference between male and female university teachers in these factors.

Table 2. Comparison of SCL-90 factor scores of Majors ($\bar{x} \pm S$).

Factor name	Sports training	Physical education	Social sports	Exercise human body	National traditional sports
Somatization	1.53±0.48	1.56±0.32	1.59±0.32	1.97±0.43	1.63±0.43
Force	1.77±0.52	2.01±0.68	2.18±0.83	2.71±0.12	1.98±0.32
Interpersonal relationship	1.63±0.63	1.93±0.32	2.01±0.43	2.17±0.43	1.98±0.21
Depressed	1.62±0.43	1.63±0.45	1.89±0.62	2.18±0.32	1.56±0.54
Anxious	1.51±0.43	1.73±0.32	1.83±0.63	2.12±0.32	1.78±0.43
Hostile	1.60±0.56	1.82±0.55	1.89±0.34	1.56±0.64	2.22±0.74
Terror	1.41±0.56	1.46±0.54	1.65±0.47	1.71±0.79	1.65±0.78
Paranoia	1.61±0.67	1.89±0.56	1.97±0.87	2.32±0.98	1.34±0.32
Psychotic	1.54±0.87	1.76±0.56	1.65±0.56	1.67±0.98	2.54±0.87

In the comparison of SCL-90 factor scores of different majors, there was no significant difference between social sports and human body major, social sports and physical education major ($P > 0.05$). Compared with physical education, national traditional sports and human body major, except for interpersonal sensitivity and terror, other factor scores of physical education major were significantly lower than those of human body major ($P < 0.05$ or $P < 0.01$). Except somatization and terror, other factor scores of sports training major were significantly lower than those of other three majors ($P < 0.05$ or $P < 0.01$).

Table 3. Correlation Analysis of EPQ and SCL-90.

	Total score	Somatiz-ation	Force	Interpersonal relationship	Depre-s sed	Anxious	Hostile	Terror	Psychotic
E	-0.232***	-0.165***	-0.252***	-0.272***	-0.142***	-0.132***	-0.221***	-0.212***	-0.208***
N	0.523***	0.213***	0.435***	0.467***	0.437***	0.386***	0.421***	0.349***	0.531***
P	0.267***	0.265***	0.143***	0.132***	0.123***	0.432***	0.253***	0.324***	0.278***

22 subjects were selected to participate in the measurement of SCL-90 and EPQ at the same time. The correlation analysis between the scores of each factor and total score of SCL-90 and the scores of *E, N, P*

subscale of EPQ showed that all the above items were significantly positively correlated with the scores of *N, P* scale, and negatively correlated with the scores of *E* scale.

Conclusions: The scores of 8 factors of SCL-90 by introducing educational psychology into the teaching work of college students majoring in physical education are significantly lower than the norm, which indicates that the mental health level of the teaching staff of college students majoring in physical education is higher than that of the domestic population. Through the analysis of the reasons, it is found that the teaching mode of P.E. major is determined by more physical activities than teachers of other majors, which improves the level of mental health to a certain extent.

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PSYCHOLOGICAL VALUE ORIENTATION OF SOCIAL SPORTS TEAMS UNDER THE INFLUENCE OF SPORTS HUMANISTIC SPIRIT

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Background: Sports humanistic spirit can promote the development of socialist harmonious society. The core idea of harmonious society and humanistic spirit is consistent and unified. As the concrete embodiment and carrier of sports humanistic spirit, athletes can pass the dual aesthetic feeling of human body and spirit, such as active struggle, never give up, teamwork and attention to people, through competitive competition The process shows, so that the spectators can feel the enlightenment and infection through the competition, so as to enhance the spectators' spiritual realm, extend the competitive humanistic spirit to the whole society, and then provide a strong driving force and social foundation for the rapid and effective development of the socialist harmonious society. Sports humanistic spirit is the core driving force for athletes to continuously improve their competitive ability and competitive performance. With the gradual establishment of the socialist market competitive physique and the deepening of the reform of competitive sports physique, the value orientation of athletes is increasingly diversified. In addition, with the continuous development of market competition, the rationality and legitimacy of individual interests have been recognized and affirmed. The psychological values of athletes with collective interests as the core are constantly challenged, which makes the psychological values of many athletes no longer a single dominant value with a certain value as the core, but diversified development. The level of athletes in the competition is determined by their own competitive ability. Competitive ability refers to the ability of athletes to compete, which is composed of physical ability, skills, tactical ability, psychological ability and knowledge ability. Among them, psychological ability and knowledge ability are the recessive parts which can't be perceived directly, but they can have a direct impact on physical fitness, skills, tactical ability and other appearance quality, and thus affect sports performance. However, sports humanistic spirit can effectively promote the psychological values of athletes, and then promote the healthy development of athletes' psychological health.

Subjects and methods: First of all, eight experts of sports psychology were consulted on the six-conception temperature and operational definition of the questionnaire, and the overall approval rate reached 95%. First, according to the data collected from the open survey of coaches, athletes and sports experts in the early stage of the study, the evaluation items of the psychological value orientation of the sports team are compiled systematically. This study interviewed 15 coaches, 7 managers, 12 sports scholars and 10 athletes. The second is to refer to the value orientation items contained in the existing measurement tools of psychological value orientation of sports teams at home and abroad. Through interviews with coaches, athletes and sports experts. Through the open-ended survey, the data collected in the early stage are listed as the entries of the value orientation of the sports team one by one, and the subjects are asked to choose the entries of the psychological value orientation of the sports team they approve, and then the subjects are asked to say how to evaluate their selected psychological value orientation as much as possible.

Study design: The main purpose of the test is to analyze the items and exploratory factors of the initial questionnaire of psychological value orientation of sports teams, and to investigate the rationality of the items of the questionnaire. A total of 18 valid questionnaires were obtained, and the effective rate was 98%. There are 23 male athletes and 31 female athletes in the 20 groups. The athletes are engaged in track and field, wrestling, aerobics and so on.

Methods of statistical analysis: The collected questionnaire data were analyzed and processed by

SPSS22.0 statistical software and AMOS4.0 on computer.

Results: The analysis of the psychological value orientation of social sports teams under the influence of sports humanistic spirit based on the analysis of the three dimensions of the psychological value orientation questionnaire of sports, the analysis is mainly carried out from the three aspects of sports, sports level and competition level.

From Table 1, the average score of each dimension is divided into: patriotism, game, fitness, family, utility, cooperative initiative, acceptance, altruism, evasion, patriotism and cooperative enterprising in the questionnaire.

Table 1. Average (standard deviation) of each dimension of exercise on psychological value orientation questionnaire (standard deviation).

	Average	Standard deviation
Playfulness	3.8234	0.8032
Fitness	3.2673	0.7923
Familial	3.1389	0.8374
Utilitarianism	3.1242	0.9241
Patriotism	4.2813	0.7056
Acceptability	3.8452	0.7342
Cooperation and enterprising	4.3722	0.6745
Escapism	2.3451	1.1723
Altruism	3.4562	0.5463

From Table 2, it can be seen that there are significant main effects of sports events in the two dimensions of cooperative enterprising and evasive; there are significant main effects of sports level in family, utility and evasion; and there is significant main effect of competition level in the dimension of evasion.

Table 2. Analysis of variance of sports items, sports grades and competition grades in the psychological value orientation of sports teams

	Sport event	Sport level	Competition level	Sport event+Sport level	Sport event+Competition level	Sport level+Competition level	Sport level+sport event+Competition level
Playfulness	1.3234	0.3212	0.2243	0.8342	0.4320	1.3841	9.3522
Fitness	2.1231	0.8741	0.0843	1.2341	1.5362	2.1721	0.1231
Familial	2.3718	4.3821*	0.2311	1.4382	1.4392	0.5362	0.2831
Utilitarianism	2.1212	3.0381*	1.2732	1.4356	0.9372	0.3241	0.8453
Patriotism	2.2312	2.6374	1.0536	1.6473	1.7382	2.8394	2.5362
Acceptability	1.1732	0.8324	1.3928	0.1928	1.0043	0.2039	0.2341
Cooperation and enterprising	3.4251*	0.8812	2.2312	0.2342	0.4827	1.1983	1.0945
Escapism	4.8394**	3.6472*	3.0928*	0.9234	1.7263	0.2435	0.5623
Altruism	2.3132	3.2718	1.2319	1.3526	1.3382	0.0241	0.7263

Conclusions: Through the above analysis and exploration, it can be seen that under the influence of sports humanistic spirit, the psychological value orientation of sports teams has changed, sports teams pay more attention to patriotism and cooperation and enterprising, and the psychological value orientation has obvious differences in several dimensions, and there are also great differences in the sports level. Different levels of sports teams have obvious differences in the dimension of evasion, and the overall performance of sports teams is better the psychological value orientation is positive, which can be used as a tool to measure the psychological value orientation of sports teams.

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APPLICATION OF FILM ART'S VISUAL PSYCHOLOGY IN FILM PRODUCTION

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Background: Video images are not only an objective reflection of material reality, they are also the result of the creator's understanding and thinking of the objective world. It is the unity of subjective and objective, perceptual and rational. The image frame is not a complete natural record of the objective world, but is based on selection and arrangement. It uses a variety of expression methods to strengthen the penetration and appeal of the picture, and has a direct and indirect impact on the audience's emotions and behavior. Video images not only convey information, but also convey certain emotions. The visual psychology is based on the basic characteristics of the image screen, and it is the direct and general reflection of the creator's image consciousness to objective things. The transformation of visual psychology from images is mainly dependent on specific non-verbal signs, and the rich environmental elements are usually sorted and analyzed with the help of pictures, and the essence and laws of things that cannot be directly perceived are revealed with the specific picture language. In the creation of film works, we must not only consider its content and significance, but also pay attention to its artistic appeal. Therefore, the application of film art visual psychology in film production should be studied.

Objective: The aesthetic value model of film art is more complicated, describing profound psychological connotations in a wider field, and the project is vast. It is necessary to refer to a wide range of disciplines and extensive investigations and experiments to determine the film itself within a series of parameters. The visual content of the fine arts can stimulate the audience's visual psychology, and control the audience's visual psychology in multiple dimensions according to certain internal laws. At present, research on the application of visual psychology of film art in film production is still rare. In order to enhance the appeal of film works and enhance the visual effect of film, the application of visual psychology of film art in film production is studied.

Subjects and methods: Randomly select 10 movies under preparation, including 2 comedies, 3 action, 1 suspense, 2 ethics, and 2 science fiction. During the film production process, five of the films were subjected to film art visual psychological intervention, and the visual psychology was fully integrated in the film color, brightness, and screen composition. It was the experimental group. The other 5 were filmed using traditional shooting methods, which served as the control group.

Study design: Use SPSS17.0 software to test the experimental data of t-test and one-way analysis of variance, and use ($x±s$) to represent the statistical results.

Results: Table 1 shows the evaluation results of movie visual effects of the experimental group and the control group. There is no significant difference between the control group and the experimental group before the experiment in the visual effect evaluation results of movies ($P>0.05$), so it is not statistically significant. The visual effect evaluation results of the film before and after the experiment in the experimental group are significantly different ($P<0.01$), indicating that the difference between the two is obvious and statistically significant, indicating that the visual psychology of film art can help improve the quality of film production.

Table 1. Film visual effect evaluation results ($x±s$).

Group	Before the experiment	After the experiment
Test group	140.66±17.43	145.95±15.01
Control group	142.31±16.98	182.64±13.66

Table 2. Comparison of visual elements ($x±s$).

Group	Element	Score
Test group	Cinematic colors	77.01±2.06
	Brightness	76.87±1.92
	Screen composition	75.64±1.21
Control group	Cinematic colors	51.11±1.64
	Brightness	63.78±1.84
	Screen composition	70.56±1.92

Table 2 shows the comparison results of the experimental group and the control group in terms of various movie visual elements. The scores of each element of the experimental group are higher than those of the

control group, indicating that the visual effect of the film can be improved on the basis of full reference to the visual psychology of film art.

Conclusions: The psychological perception of the audience has certain objective laws. Only when animators fully grasp these laws can the film meet the needs of the audience both visually and psychologically. Excellent animation creators must fully manage various elements to create images with clear themes, full information, and reasonable composition. Both the content and the form of the images must be refined to bring a sense of visual beauty to the audience. In animation creation, we should think from the perspective of visual psychology from time to time, instead of habitually using a single abstract or single concrete way of thinking to guide creation. Otherwise, there will be a dry and boring picture, the moving details of things will be ignored, not to mention the creation and sublimation of artistic sense. Therefore, animation film creation should fully consider the audience's visual psychological characteristics and use certain sports performance skills.

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COLOR EXPRESSIVENESS OF IMAGE OIL PAINTING BASED ON COLOR PSYCHOLOGY

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Background: Since the rise of oil painting art in the field of fine arts, more and more art workers have devoted themselves to the research and creation of oil painting art, and "imagery" is the basic aesthetic concept of traditional art creation, and imagery oil painting is based on this aesthetics. On the basis of concepts, created unique oil paintings. Color is the main creative element of oil painting art. The color expression of image oil painting is an important way of expression of image oil painting, and image color is neither realistic nor freehand. It is different from any expression technique, a kind of artistic performance between realism and abstraction. Color psychology is a discipline that studies the relationship between human beings and colors on the basis of multiple disciplines. It is a new type of interdisciplinary subject, covering a wide range of fields. To explore the influence of color psychology on the expressiveness of color in the creation of imagery oil paintings, and this research topic itself has very important significance.

Objective: As a special language, imagery oil painting is a product of the integration of traditional aesthetic thought and oil painting expression materials. It mainly focuses on the essence and value of human beings, pays attention to the inner spiritual expression of the individual, and emphasizes the emotional color of the art of painting. The study of color expressiveness is of great significance. Although scholars at home and abroad have begun to study color psychology, the research is not deep enough, which restricts the development of color psychology to a certain extent. Based on this, in order to enhance the color expressiveness of imagery oil painting, enhance its charm and artistic value, conduct in-depth analysis.

Subjects and methods: randomly selected 20 painters, 10 of them participated in a 3-month color psychology course. The course mainly included color enhancement, combining objective and true realistic images with light and color, and then proceeded to create imagery oil paintings. experimental group. The other 10 people made independent creations and did not accept color psychology courses, forming a control group.

Study design: Score the works of 20 painters, with a score of 0-100, and use SPSS2.0 statistical analysis software for data calculation and analysis.

Results: Table 1 shows the number of people in each segment of the oil painting works of the experimental group and the control group.

Table 1. Number of persons in each segment of oil painting works in the experimental group and the control group.

Score	Experimental group		Control group	
	Before experiment/person	After the experiment/person	Before experiment/person	After the experiment/person
10-20	1	0	1	2
20-40	2	1	2	1
40-60	3	1	3	3
60-80	3	6	3	3
80-100	1	2	1	1

From the data results in Table 1, it can be seen that before the experiment, the number of people in each segment of the oil painting works of the experimental group and the control group is exactly the same, and there is no statistical difference. After using color psychology teaching methods to train the painters in the experimental group, the number of painters in each score segment changed significantly. A detailed analysis of the data results in Table 1 shows that before the experiment, the number of people in the experimental group and the control group in the 60-80 range was 3 after the experiment, the number of people in the 60-80 interval was 6 people, and after the experiment, the number of people in the control group was 3 people in the 60-80 interval. A comprehensive analysis of the above results shows that there are obvious statistical differences between the experimental group and the control group after the experiment.

Using color difference as the evaluation index of visual perception effect, the difference between the experimental group and the control group was compared, and the results are shown in Table 2.

Table 2. Comparison results of color difference between experimental group and control group

Score	Experimental group	Control group
10-20	0	2
20-40	0	2
40-60	1	2
60-80	5	3
80-100	4	1

Analysis of the data results in Table 2 shows that the experimental group has more people in the higher score interval. When the scores are 10-20 and 20-40, the number of people is 0, while the distribution of the control group is more even, but in comparison, the score of the experimental group is higher. It shows that under the intervention of color psychology, the color expressiveness of image oil painting can be effectively improved, and the color performance is more obvious.

Conclusions: The color embodied in art design is not only a way of material expression, but also a creative artistic element of inner emotion and meaning expressed by designers. To sum up, people's daily life contains colorful colors. For any item, there can be no graphics or text, but colors are absolutely inseparable. Color is closely related to people's psychological feelings. If the principles of color psychology can be used reasonably in the process of art design, it will produce unexpected effects.

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EFFECT OF CONSUMERS' CONSUMPTION PSYCHOLOGY CHANGES ON THE ECONOMIC GROWTH OF ENTERPRISES

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Background: Since the successful "soft landing" of the corporate economy in 1699, the shortage of goods that has plagued residents for a long time has been fundamentally eliminated. The characteristics of the buyer's market in the corporate economy have become increasingly obvious, especially in recent years, where deflation has even appeared. This fully shows that the mode of corporate economic growth has changed from supply-constrained to demand-constrained. With the shift from a seller's market to a buyer's market, the main driving force for corporate economic growth has shifted from being driven by supply to driven by consumption. Whether consumer demand can effectively grow has become a decisive force in stimulating economic growth. However, the activation of consumer demand is the most difficult. This is because consumer consumption is a purely personal behavior, which not only depends on residents' income, but also on consumers' consumption habits, expectations, and expectations. The impact of many factors such as the economic environment, consumption policies, and institutional cognitive analysis capabilities. In other words, the key to initiating consumer demand for consumption to drive economic growth is to understand the changes in consumers' consumer psychology, grasp the characteristics of their various psychological factors, and formulate effective consumer policies. Since 1997, our country's policy practice of stimulating consumption and stimulating domestic demand has shown that the initiation of consumer consumption cannot be accomplished overnight. It is necessary to grasp the psychological characteristics of consumers and adopt a multi-pronged approach. Therefore, this article analyzes the effect of changes in

consumer psychology on corporate economic growth.

Subjects and methods: In order to comprehensively analyze the effect of consumer psychology changes on corporate economic growth, this article selects consumers in a certain community as the experimental subjects, with an average age of 35 years old. Among them, 10 consumers who have undergone psychological training for one week are the experimental group. And 10 ordinary consumers are the control group. Before the experiment, the changes in consumer psychology of the two groups of consumers were tested, and the results showed that there was no significant difference in the changes in consumer psychology before the experiment.

Study design: The test standards of the two groups are the same. The experimental group uses targeted psychological training methods to conduct psychological training on 10 consumers. Implementation plan: Before the experiment, two groups of consumers were consumed to compare the psychological changes. In the experiment, psychological training was conducted on 10 consumers in the experimental group, and various psychological training methods were used to conduct psychological training and adjustment of the experimental group during the whole experiment.

Aiming at the four-consumer psychology of excessive frugality, pessimistic expectations, lagging consumption, and trust crisis, the effects of changes in consumer psychology of the experimental group who have undergone psychological training on the economic growth of enterprises and the effects of changes in consumer psychology of the control group without psychological training are respectively the role of corporate economic growth is analyzed.

Methods of statistical analysis: Aiming at the economic growth of enterprises, the two groups of consumer psychology were compared, and SPSS19.0 was used to statistically analyze the two groups of data.

Results: The experimental group that has undergone psychological training and the control group that has not undergone psychological training are compared and analyzed on the economic growth of enterprises, and the comparison results are shown in Figure 1.
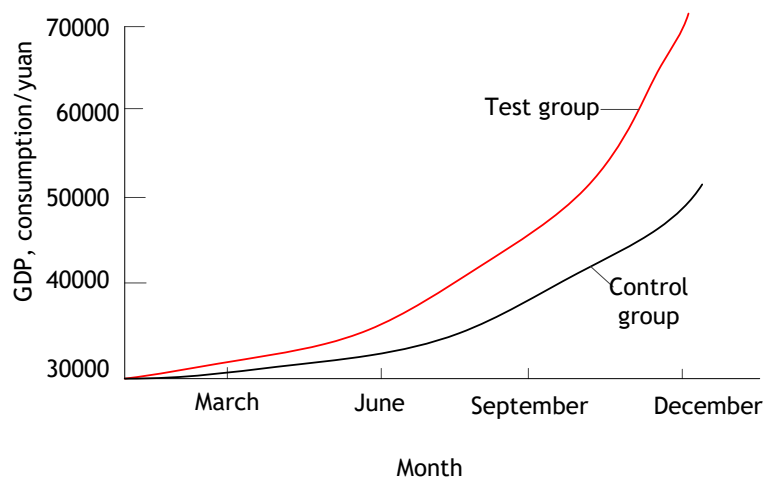
Figure 1. Comparison results of enterprise economic growth.

According to Figure 1, as the months increase, the economic growth of enterprises in the experimental group and the control group is gradually increasing, and the economic growth of enterprises in the experimental group is higher than that in the control group. This is because the consumers in the experimental group are over-targeted. The four-consumer psychology of thrift, pessimistic expectations, lagging consumption, and crisis of trust have been psychologically trained, thereby enhancing the corporate economy.

Conclusions: Under the current buyer's market conditions, we should mainly focus on correcting the irrational consumer behaviors caused by traditional consumer concepts from the following aspects: On the one hand, we must adapt consumer policies to new changes in the buyer's market, and actively develop credit-supported businesses. Consumption, expand the scale of consumer credit, increase credit varieties and forms, strengthen my country's current consumer credit policy reform, change its current cumbersome procedures, reduce its high fees, and lower its "threshold" to make it a popular way of consumption. Relying on the new growth in consumption, it solves the embarrassment caused by the current widespread consumption gap of "under-purchasing but surplus". On the other hand, we should guide consumers to get rid of the influence of traditional culture and customs, update the old and backward consumption concept, establish a new consumption concept suitable for the socialist market economy, let people learn rational

consumption, promote the transformation of consumption from self accumulation to credit support, and on this basis, actively increase consumption, increase people's positive development while carrying out material consumption Spiritual consumption, and constantly improve their level of consumption and consumption quality.

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INFLUENCE OF ART AND LITERATURE WORKS ON RELIEVING PATIENTS WITH DEPRESSION

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Background: As early as the ancient times, people realized the soothing and therapeutic effect of literary works on the soul. With the development and enrichment of psychotherapy theory and technology, psychological researchers began to incorporate the psychological significance of literary works into the field of psychotherapy, and thus developed the theory of reading therapy. However, the existing research at home and abroad found that the significance of aesthetic appreciation of literary works on mental health has not been fully explored, in fact, the research of evidence is rare. At present, the psychological problems of college students are prominent in China, and the symptoms of depression and anxiety are developing in epidemic trend. The mental health education of college students has attracted the attention of the competent education departments and has been vigorously implemented in the practice of school education.

A large number of studies have confirmed that reading therapy has a good effect on improving depression. Cuijpers found that reading therapy is as effective as individual therapy and group therapy in the treatment of depression, especially for mild to moderate depression. Therefore, he believed that it is necessary to formulate criteria for selecting patients, so as to better integrate reading therapy into clinical practice.

Floyd et al. Compared the effects of personal psychotherapy and reading therapy on depression in the elderly. The results showed that the self-report of the personal psychotherapy group was better than that of the reading therapy group, but there was no difference in the clinical scale between the two groups, and the state of the reading therapy group continued to improve after the treatment.

Subjects and methods: This paper uses quantitative and qualitative research methods, including questionnaire, experiment and interview.

(1) Questionnaire survey method.

Before the experiment, we used Zhang Kuo's College Students' Yeli capital questionnaire and self-designed questionnaire to understand the basic situation of the subjects and divide them into groups. After the experiment, we tested all the subjects again with the college students' Yeli capital questionnaire to evaluate the effect of the experimental intervention.

(2) Experimental method.

This paper designs an experiment of using reading therapy to intervene in college students' rational capital. 30 subjects are recruited and divided into three groups. Different intervention methods are applied to the three groups. Combined with the pre-test and post-test data obtained by questionnaire method, ANOVA and paired sample t-test are used to compare and analyze the measurement data between group H and each group before and after the experiment, and the experimental results are obtained.

(3) Interview method.

Using semi-structured in-depth interview method, according to the interview outline, the interviewees are encouraged to actively express their gains and attribution, as well as their feelings and suggestions on the reading therapy experiment, so as to obtain qualitative data, find out the factors influencing the effect of reading therapy, and establish the mechanism model of reading therapy.

Methods of statistical analysis: Each activity follows the route of "sharing, discussing, reading and playing". Among them, sharing and discussion is a kind of warm-up activity for members of the interactive group to share the words that touch them in the book and the thoughts they cause, so as to drive the young lady to communicate with one of the key problems. Theme reading is the author around the theme of each activity points out and briefly explain the key points in the book, so that members can read and think about the relevant content, in order to ensure that members complete the most basic reading task, and guide members to read without deviation. The game activity is designed for the theme of the activity by drawing lessons from the activities often used in group counseling and combining with the intervention model path of Yeli capital. The purpose is to mobilize the enthusiasm of members, activate the scene atmosphere and consolidate the reading theme. At the end of the experiment, members need to submit a copy of their

feelings. There is no requirement for the number of words.

Results: According to the data in Table 1, before the intervention of reading therapy, there were no significant differences in the total score of empathy capital, self-efficacy, empathy, hope and optimism among the interaction group, bibliography group and control group ($P > 0.05$).

Table 1. Comparison of homogeneity of reading therapy experiment among interaction group, bibliography group and control group.

	Interaction group Mean ± standard deviation(n=10)	Bibliography section Mean ± standard deviation(n=10)	Control group Mean ± standard deviation(n=10)	F	Significance
Total score of psychological capital	121.20±15.65	123.80±19.62	121.40±19.63	0.064	0.936
Self efficacy	33.20±3.45	33.30±5.93	32.7±8.56	0.026	0.975
Resilience	28.30±4.98	29.70±6.52	29.6±5.19	0.186	0.832
Hope	29.60±6.34	31.50±4.32	28.96±6.05	0.536	0.586
Optimistic	29.80±5.81	29.30±6.20	30.20±4.50	0.069	0.935

Note: *denotes $P < 0.05$ and **denotes $P < 0.01$ (the same below).

According to the data in Table2, before the intervention of reading therapy, there was no significant difference in the total score and self-efficacy, resilience, hope and optimism among the interaction group, bibliography group and control group ($P > 0.05$), that is to say, the three groups had good homogeneity in the total score and each dimension, so they could be regarded as homogeneous groups in this research.

Table 2. Comparison of pre-test and post test differences of reading therapy experiment in interactive group.

	Interactive group pretest (n=9) Mean ± standard deviation	Post test of interaction group (n=9) Mean ± standard deviation	t	Significance
Total score of psychological capital	120.33±16.35	139.41±15.63	-3.256	0.936*
Self efficacy	33.10±3.48	36.52±4.23	-2.698	0.975*
Resilience	27.66±4.93	35.20±4.25	-3.269	0.832**
Hope	29.68±6.68	32.69±4.30	-2.546	0.586*
Optimistic	30.02±6.05	33.86±4.58	-2.369	0.935*

The effect of interaction group was obvious. The total score of reasoning capital and the dimension scores of self-efficacy, resilience, hope and optimism were significantly higher than those of pre-test, that is, the results of interaction group were significantly different in each factor ($P < 0.05$). In particular, the dimension of resilience has reached a very profitable level ($P < 0.01$), and the total score of reasoning capital is close to a very significant level. From the above results, we can see that through reading and participating in interactive activities, the level of reasoning capital of interactive sister members has been greatly improved, and the effect is unmatched by natural state or self-help reading.

Conclusions: The level of psychological congruence of patients with anxiety disorder in remission stage is significantly lower than that of healthy people. Providing sufficient social support for patients, making patients take positive coping styles and trying to reduce anxiety and depression can effectively improve the level of psychological congruence of patients. Interactive reading therapy has a significant intervention effect on the level of College Students' empathy capital, which can effectively improve college students' empathy, hope, optimism and the overall level of empathy capital, and also improve the internal harmony, self-awareness and acceptance, concentration, self-confidence, etc.

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NEGATIVE EMOTION RELIEF MODE OF COLLEGE STUDENTS BASED ON EDUCATIONAL MANAGEMENT PSYCHOLOGY

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Background: With the rapid development of social economy, the changes of social environment and the increase of life pressure from all walks of life, people's emotional problems and mental health problems have become increasingly prominent. Emotional problems, stress management, mental disorders, mental depression, suicide and so on have been widely concerned by the society. Among them, the negative emotions in emotional problems are one of the most common mental diseases of college students, and the most serious ones are psychological problems There may be psychological disorders, mental depression, suicide and so on. Research shows that: most adults in the long-term contest with Yumian emotional form suitable for their own way of counseling, so they can control their emotional fluctuations, but the ability of college students to fight against negative emotions is poor, on the one hand, because college students have been in the relatively simple environment of school, their communication range is narrow, life experience is less, psychological development On the other hand, the pre university education mode emphasizes achievement but ignores EQ, which leads to the lack of methods to deal with negative emotions. Among them, the probability of College Students' negative emotions is 20%-40%, and about 10% of them tend to be more serious. Behind this, there is a huge group that cannot be ignored and needs urgent attention. Therefore, it is urgent to carry out the counseling of educational management psychology in universities. The important content of College Students' educational management psychology is also the work that counselors need to deal with and face from time to time in the actual work. Effective counseling of educational management psychology is an important mode to alleviate the negative emotions of college students.

The purpose of this study is to alleviate the negative emotions of college students through the guidance of educational management psychology. Six common negative emotions of college students, anger, sadness, fear, guilt, disappointment and anxiety, are taken as the research objects.

Subjects and methods: In order to better explore the role of educational management psychology in alleviating the negative emotions of college students, 800 sophomores were selected from a university. After removing the invalid questionnaire, 783 students were used for statistical analysis. The effective rate of the questionnaire was 97.88%, and the age range was 19.18 ± 1.84. All of them were post-90s college students, including 426 boys, 357 girls, 546 liberal arts students and 237 engineering students.

Study design: SCL-90 symptom checklist was used to obtain relevant data. SCL-90 has 10 factors, which are anger, sadness, fear, guilt, disappointment, anxiety, depression, hostility, paranoia and compulsion. Each factor reflects a certain aspect of the individual's symptoms, with a total of 90 evaluation items. This table has a better ability to distinguish people with psychological symptoms or possibly due to psychological problems. The scale is divided into five grades: none, mild, moderate, severe and severe. In addition, the results were analyzed by life satisfaction scale, positive emotion scale and negative emotion scale. In order to ensure the accuracy of the results, the public places of the school were selected, the room was bright and the temperature was suitable. The fairness theory, expectation theory and need theory of educational management psychology were used for teaching guidance.

Methods of statistical analysis: SPSS22.0 was used to analyze the difference of data in the research database. In order to compare the completion index of the two groups of comparative experiments, the paper analyzes the whole college students who participate in the experiment.

Results: The psychological test results of the experimental group before and after the implementation of educational management psychology counseling are shown in Table 1.

It can be seen from Table 1 that there are significant differences in the total average scores before and after taking part in the test, and all the 10 factors have been improved to varying degrees, among which there are significant differences in the three factors of guilt, disappointment and anxiety, and relatively significant differences in the four factors of anger, sadness, hostility and compulsion. This shows that the psychological guidance of educational management can improve and promote the overall mental health level of college students, and effectively alleviate the negative emotions of college students.

From the data processing and analysis of the experimental group before and after measurement, we can find that the total score and average score of the experimental group before and after measurement are significantly different. From this point of view, the results are in line with the original assumption of the study-educational management psychology counseling can effectively regulate the negative emotions of college students. The research also shows that educational management psychology can make the attitude of college students develop in a positive direction, effectively alleviate the negative emotions of college students, such as anxiety, depression and paranoia, and enhance a certain high level of positive emotions. In a word, it is effective to intervene college students' negative emotions by psychological counseling of

educational management, but further research is needed in specific methods and technical levels used by different groups.

Table 1. The results of psychological test in the experimental group before and after the guidance of educational management psychology.

Factor	Before counseling of educational management psychology		After the guidance of educational management psychology		t	P
	M	SD	M	SD		
Total average score	1.8751	0.3568	1.5435	0.3262	3.673**	P<0.01
Get angry	1.9245	0.6321	1.7264	0.5215	2.800*	P<0.05
Sadness	1.7764	0.3248	1.3354	0.4129	2.914*	P<0.05
Fear	1.4687	0.3181	1.3325	0.3452	1.279	P>0.05
Guilt	2.1673	0.5831	1.9064	0.6134	3.648**	P<0.01
Disappointment	1.9642	0.5834	1.6294	0.4462	4.294***	P<0.001
Anxious	1.8843	0.4803	1.5481	0.4516	3.534**	P<0.01
Depressed	1.6534	0.5046	1.5134	0.1621	1.284	P>0.05
Hostile	1.6037	0.4651	1.3381	0.2641	2.834*	P<0.05
Paranoia	1.7261	0.4315	1.6021	0.3180	1.517	P>0.05
Force	1.6248	0.4761	1.4364	0.4318	3.051**	P<0.01

Note: *means $P < 0.05$, **means $P < 0.01$, **means $P < 0.001$.

Conclusions: Generally speaking, compared with other clinical technology schools, psychological counseling of educational management is more easily accepted by college students because of its full of experience and participation in the clinical implementation process. Through the guidance of educational management psychology, college students have a correct understanding of their emotions and emotional activities, and get the methods of how to adjust their emotions and emotions, so as to promote their life, learning and positive cognition. From the research point of view, through the psychological counseling of educational management, a number of psychological and emotional indicators of the subjects have been improved. It can be seen that the guidance of educational management psychology has broad application prospects. Especially in the current rapid development of social background, in Colleges and universities to carry out educational management psychology counseling can effectively alleviate the negative emotions of college students.

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MANAGEMENT PATH OF HEALTH EDUCATION IN COLLEGES AND UNIVERSITIES BASED ON POSITIVE PSYCHOLOGY THEORY

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Background: Positive psychology has seen its infancy as early as 1998. Early active psychologists focused on talent and worked to improve the quality of life of ordinary people. For example, Rogers and others regard positive psychology as the research factor of humanistic psychology: Neill and so on are also involved in educational psychology: Albee and Cowen studies also often focus on happiness, or "positive promotion ": Bandura and other studies of people's sense of efficacy: the study of general intelligence and the study of the quality of life of mental illness. Positive emotion theory refers to positive emotion as a means to achieve psychological growth and improve physical and mental health, and an important "engine" to strengthen our immune system. Positive psychological emotion and extended function show positive correlation, the stronger the positive emotion is, the stronger the function is. Positive emotions also include the theory of positive organizational system, that is, family, community and school, which provides important spiritual strength for human development through the accumulation of experience and the support of Qin Xu. The theory of positive emotion has become an effective way and discipline to cure human

psychological diseases. College students are an important pillar of contemporary society and the backbone of future development. Therefore, the mental health education of college students is an important force to guide the positive development of social fire. The theory of positive psychology can help college students to improve their mental health. Therefore, this paper analyzes the ways and methods of health education management the ways and methods of health education management of college students.

Subjects and methods: In this study, in 40 colleges and universities somewhere, of which 16 are undergraduate colleges, taking into account the total sample size and subsequent collation, Therefore ,9 representative colleges and universities in the area are selected- A University, B University, c University, D University, E College, F University, J College, University ,1 University. On sample selection, the school questionnaire is mainly from the evaluation of the effect of the curriculum, each school has two leaders, A total of 18 questionnaires were sent. 540 student questionnaires, 396 recovered, the recovery rate was 73.3 per cent, the final effective interval is 384. There are 16 single-topics and 1 multi-topic in the student questionnaire. It distributed 510 copies, Recovery of 381 copies, the recovery rate of 72.2% was 381.

Study design: The main survey tools selected in this study are questionnaires. The questionnaire mainly adopts the combination of reference and self-compilation. The objective part of the questionnaire is to investigate the satisfaction of college students with mental health education courses. Question 1 deals with the form of mental health education courses; Question 2 examines the status of the curriculum (including course name, class hours, selected teaching materials, etc.); current situation of mental health education curriculum teachers mainly through question 3. Questions 5 to 9 are open questions, and questions 5 are about the purpose and construction goal of mental health education courses in colleges and universities. Questions 6 are about the main contents of mental health education courses in colleges and universities. Questions 7 are about the evaluation methods of mental health education courses in colleges and universities.

Methods of statistical analysis: In order to test the reliability of the questionnaire, two groups of highly similar questions were set up to test the validity of the sample questionnaire.

Results: To verify the validity of this study, Results of Evaluation on the Effect of Mental Health Course for College Students.

Figure 1 shows that the effect of mental health education curriculum for college students is 53%, and 16.9% of the respondents think that the effect of mental health education curriculum for college students is not good, 4% of the respondents think that it is poor. On the whole, college students' mental health education curriculum is effective, but college students are not very satisfied with the effect of psychological curriculum. It shows that the study interest of college students' mental health education course is not high, it is necessary to improve the effectiveness of the curriculum, and it is urgent to carry out the curriculum construction of college students' mental health education.
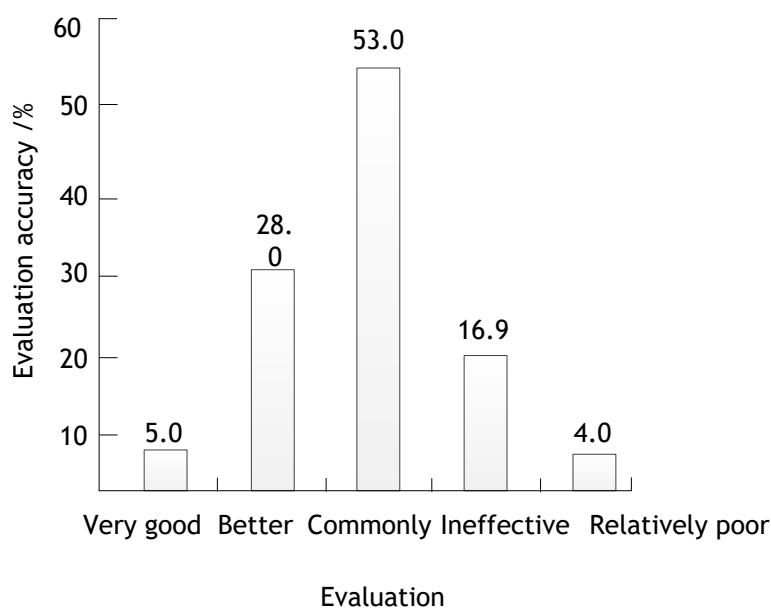
Figure1. Evaluation results of mental health education curriculum for college students.

This study evaluates the classroom atmosphere of college students' mental health courses; the

experimental results are shown in Figure 2.
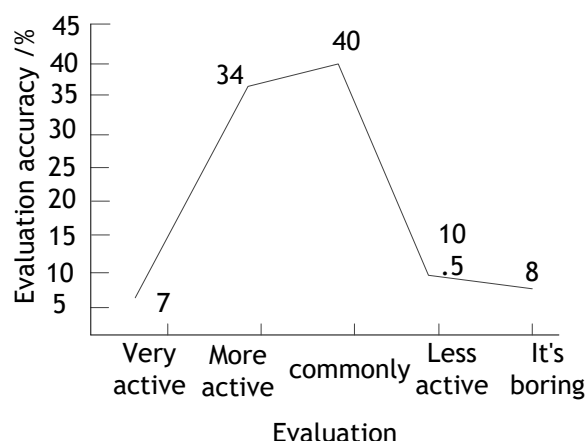
Figure 2. Evaluation of College Students' Classroom Atmosphere.

Analysis of the data in Figure 2 shows that 7% of the surveyed college students think that the mental health education classroom atmosphere is active, teachers can effectively mobilize the classroom atmosphere to enable college students to participate in classroom activities; About 34% of the total number of college students think the classroom atmosphere is more active, but the actual harvest is small. According to statistics, about 50% of college students are dissatisfied with the current classroom atmosphere.

Conclusion: College students' mental health course is the key course to enhance their psychological level. It is very important to promote the mental health construction of college students under the theory of positive psychology. Therefore, we should change the traditional curriculum concept, set up a positive curriculum concept, and the mental health education curriculum from the perspective of positive psychology, which serves the existence of students' life and is always dynamic and generative. It is to construct the curriculum with the idea of interaction and extension, so that the curriculum can obtain the consciousness of humanistic care and stimulate the students' life wisdom. To readjust the structure of mental health curriculum for college students, the number of classes in mental health education courses should be scientific and reasonable, strengthen the training of teachers' continuing education, and encourage teachers to make use of various forms of progress to improve teachers' educational level. Improve teachers' professional knowledge. The curriculum of mental health education for college students is developing dynamically, so it is necessary to set up a curriculum view based on educating people and making progress. This value essence is a positive value orientation. Based on the people-oriented thought of positive psychology, we advocate positive human concern and fraternity spirit, find out the advantages of ourselves and college students with a positive attitude, and focus on exploring the positive emotional experience brought by virtue.

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TENDENCY OF KOREAN FILM AND TELEVISION CREATION FROM THE PERSPECTIVE OF AUDIENCE PSYCHOLOGY

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Background: In recent years, Korean TV series have been widely welcomed and praised, attracting a large number of viewers, and their ratings are high. Facing the successful film and television works of South Korea, it is necessary to make a rational analysis of the reasons for its success. Apart from its successful artistic skills, the reason why it is popular lies in the fact that the main theme of Korean TV series, peace, tolerance

and harmony, has touched the hearts of Chinese people. Korean drama fully shows the conflict and integration of Confucianism and modern life. For many Chinese, watching Korean dramas is like reliving the old dream of traditional Chinese family life. It can be said that South Korea's TV plays have sent us a message that South Korea has not lost its traditional culture and core values because of social development and scientific and technological progress.

Objective: Usually every series is made up of many factors, but one of them is dominant. The advantage of this classification method is that, first of all, the classification standard is unified as the story which is most noticed by the audience, and the recognition degree is high. Secondly, when many plot types coexist, it is easy to define them to avoid the confusion of classification to a certain extent. Among them, the audience's psychological theory is an important reason for its classification, the audience is the initiative of communication, and the media is the passive. The audience is not a negative "accept" information, but actively seek information for its own use, which is called the audience oriented consciousness theory. Therefore, under the theory of audience psychology, it is meaningful and valuable to analyze the tendentiousness of Korean film and television creation in order to fully understand the characteristics of Korean film and television and explore the reasons for its rapid development.

Subjects and methods: Through literature analysis and reasoning analysis, this paper collects and collates Korean film and television materials and aesthetic cultural psychology related materials. This paper makes a detailed study of Korean film and television materials, and at the same time, makes theoretical preparation by reading relevant literature, collects as many effective materials as possible, and understands its own ideas in thinking.

The focus of the study is to analyze the aesthetic culture psychology of the public, to analyze the aesthetic psychology of the contemporary social audience by using the aesthetic culture theory, to study the audience's aesthetic expectations of Korean film and television, and to analyze the audience's acceptance psychology from the perspective of psychology. In the end, this paper analyzes the influence factors of audience on the creation of Korean film and television works, and finds out the creative tendency and development way of Korean film and television works.

Results: After statistical analysis of literature and relevant reasoning analysis, it is found that the main audience psychology mainly includes several points (Figure 1).
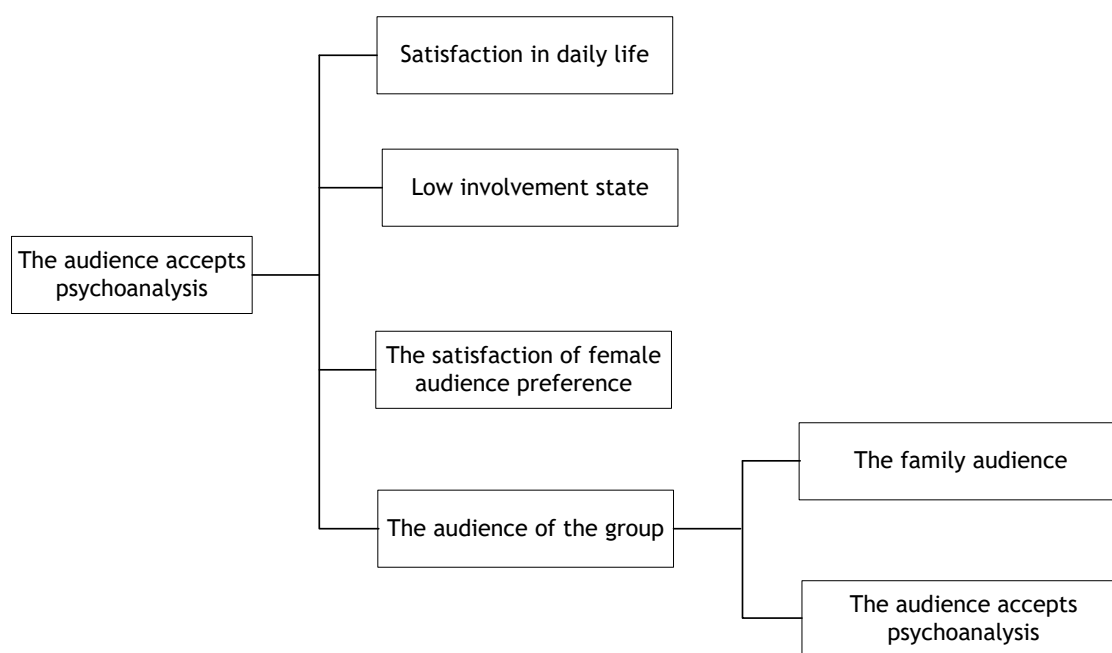
Figure 1. The psychological results of the audience.

(1) The strong typicality shown by Korean dramas is very similar to the daily life of our lives. "Daily life is the difference in repetition." The same type of Korean drama is the same model, but there are a few differences, just to meet the audience's daily experience.

(2) The audience is in a low-level involvement state when watching TV. It's relative to the movie. When watching a movie, the audience is limited by the characteristic place (Cinema), specific environment (dark), and specific time (they usually don't leave before the end of the movie and watch the movie within more than 100 minutes). In the set situation, they are highly involved in the movie and devote themselves to the plot and atmosphere of the movie. And watching TV is totally different: the audience is at home, very free;

What's more, the TV station provides us with so many choices that the audience can change the content at any time by holding the remote control. Even if you choose to watch this TV play, you can also do other things at the same time, such as chatting, eating, doing handicrafts and so on. Most of the time you are not absorbed in watching this TV play.

(3) A survey found that the TV audience is streaming, and women are the main audience of Korean dramas, so as long as we grasp the female psychology, that is to seize the main ratings.

(4) When the audience formed a group because of the inspiration of Korean drama, these audiences are no longer just themselves, but as a group, showing many collective characteristics. When everyone, such as colleagues in an office, classmates in a class, neighbors, their own circle of friends, many people in the society, or media publicity and so on, takes an event as the topic, people who do not know anything about it are naturally excluded from the mainstream communication circle. At this time, most people's choice is to get to know what they have missed. This is the initial herd behavior, and then my own point of view also changes with the view of "everyone", which is a deeper herd behavior. When everyone says yes, it's hard for an individual to say no. In normal social life, everyone doesn't want to be different, so try to find common ground with the group and cover up differences.

Conclusions: To sum up, the intention and tendency of Korean film and television creation mainly include: Daily life, including daily life and female abnormal or daily alienation characteristics, etc. Interest is always the main motive of screenwriters; Entertainment is always the first motive of audience psychology; The psychological state of female audience, female is the main audience group of Korean film and television, so the tendency of Korean film and television creation should also consider the narrative characteristics of feminization.

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NECESSITY OF ANALYZING THE CHARACTERISTICS OF STUDENTS' PSYCHOLOGICAL QUALITY IN THE PROCESS OF RURAL EDUCATION

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Background: Psychological quality is the basis and subject of a person's overall quality. It permeates various qualities and affects and restricts the formation and development of various qualities. The development of good psychological qualities is achieved through education. As middle school students, they must have good psychological quality. Due to the excessive pursuit of enrollment rate in some middle schools and the neglect of the mental health problems that have a great impact on the body and mind in the process of students' growth, the detection rate of students' psychological obstacles is rising, and the problems of learning anxiety, loneliness tendency, self blame tendency and allergy tendency emerge in endlessly. Rural middle school students are a special group. Due to the restriction of environmental conditions and the weak economic foundation, the closedness of their psychological problems has always been difficult to change, and they should arouse the attention of the whole society. Therefore, this article will focus on the characteristics of rural middle school students' psychological problems, study the status of psychological quality in the cultivation of middle school students' quality, and analyze the necessity of analyzing the characteristics of students' psychological quality in the process of rural education.

Objective: To improve the psychological quality of students as the research purpose, to understand the characteristics of rural middle school students' psychological quality, and to investigate the characteristics of their grades, to provide a certain reference for teachers' teaching work.

Subjects and methods: The subjects of this survey are 5 rural middle schools in a county. A total of 500 students in the first, second and third grades of junior high school were randomly selected. Among them, 235 boys accounted for 47% of the total number of students, and the number of girls was 265. It accounts for 53% of the total number; the number of juniors is 187, accounting for 37.4% of the total; the number of juniors is 187, accounting for 37.4% of the total; There are 126 students in the third grade, accounting for 25.2% of the total. This research is mainly carried out by sampling questionnaire survey, and the questionnaire is designed on the basis of referring to the relevant domestic measurement scales. Use SPSS13.0 software for data management and analysis.

Study design: The questionnaire mainly includes two aspects: one part is a survey of rural middle school students' learning anxiety, anxiety, autism, self-blame, allergy, etc.; the other part is a survey of rural middle school students' psychological problems Investigate closed. In the survey, 500 questionnaires were issued, 485 valid questionnaires and 15 invalid questionnaires were recovered.

Results: (1) Overall situation

Table 1 shows the detection rate of the mental health scale for rural middle school students. The data in the table: less than 2 means normal mental health; 2-7 means mild psychological symptoms; greater than 7 means moderate psychological symptoms.

Table 1. Detection rate of mental health scale for rural middle school students.

Score	Number of people / one	Proportion / %
<2	47	9.4
2-7	341	68.2
>7	112	22.4

It can be seen from Table 1 that most of the rural middle school students in this area have mild problems in their mental health, only a small number of students have good mental health, and 22.4% of the students have moderate or above mental symptoms.

(2) Psychological status of students in different grades.

Taking severe illness as an example, compare the proportion of students with more than one type of severe mental illness among students of different grades. Figure 1 shows the psychological status of students in different grades.
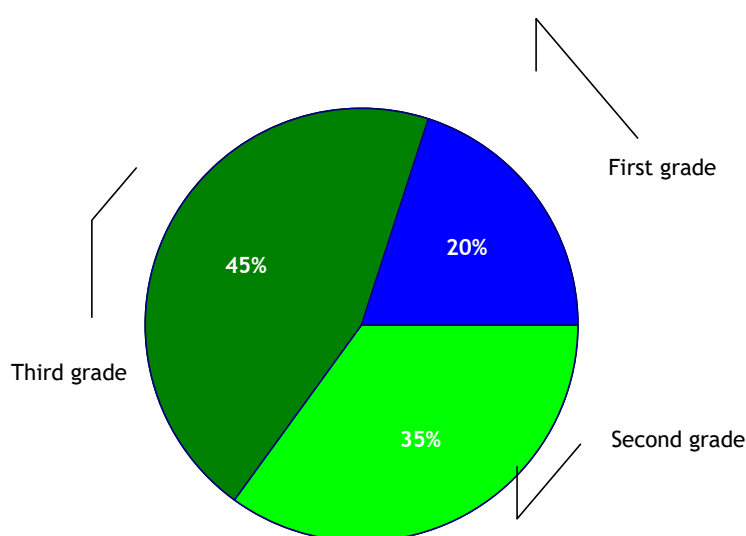
Figure 1. Psychological status of students in different grades.

According to the survey results, students with more than one mild mental illness in the first grade accounted for 20% of the total number, and students in the second grade with more than one mild mental illness accounted for 35% of the total number. Students suffering from more than one mild mental illness accounted for 45% of the total number. It can be seen that the overall psychological condition of the first and second grade students is better than that of the third grade students.

Based on the above analysis, it can be seen that the psychological quality of junior high school students decreases with the increase of grade. The psychological quality of junior high school students in lower grades is generally better than that of senior junior high school students. The psychological quality of junior high school students tends to decrease with the increase of grade. The psychological quality of junior high school students is generally good. The psychological quality of students in the second and third grades of junior high school. The reason, on the one hand, may be related to the changes in students' thinking style and self-evaluation standards. The younger the age, the relatively simple way of thinking. When evaluating oneself, it is often evaluated by external standards, which tends to be overestimated.

Conclusions: Schools may have a tendency to test-oriented education, while neglecting the cultivation of psychological quality. The proportion of quality education may gradually decrease from the first grade to the third grade. This decline firstly reflects the two factors of willfulness and learning adaptability, and lays down hidden dangers for the fact that college students lack the ability of independent learning and innovation and the fragile will in the subsequent stage. Secondly, schools should pay attention to cognitive

quality, personality quality, adaptability and psychological quality, divergence and boldness, purposiveness, adaptability, expressiveness and transference of practice, consciousness and monitoring of metacognition, intellectual pursuit of motivation, self-control of will, self-regulation, adaptability of physiology, society and occupation, etc., which should arouse the attention of educational work We should pay full attention to it.

*   *   *   *   *

MODELING RESEARCH ON THE INFLUENCE OF LITERARY APPRECIATION PSYCHOLOGY ON SCULPTURE AESTHETIC ORIENTATION

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Background: The process of artistic creation is the process of the artist's psychological activities. If the psychological activities in the creative process are not revealed, the secrets of artistic creation will never be revealed, which will lead to various mechanistic theories harmful to creation continue to gallop in the field of literature and art. Use psychological theories and methods to study the laws of people's psychological activities in the appreciation and creation of beauty, and examine the aesthetic psychological structure, aesthetic ability, and the formation of aesthetic experience on the basis of aesthetic experience, including aesthetic experience. Aesthetic taste, aesthetic concepts, aesthetic ideals and other aspects make aesthetic research continue to deepen into people's inner world, which is the inevitable trend of contemporary aesthetic research and the main trend of aesthetic research flourishing under new historical conditions. In recent years, with the in-depth development of aesthetic research, literature and art appreciation psychology has been paid more and more attention by the aesthetic and literary circles. However, due to the influence of traditional painting, the evaluation standard of sculpture art is based on the aesthetic and creative concept of painting, which permeates with distinct traditional painting characteristics and genetic genes. In order to improve the aesthetic level of sculpture, aesthetic theory should be applied to psychological research.

Objective: To accurately grasp the essence of the aesthetic requirements of sculpture, and to study its influence on the aesthetic orientation of sculpture based on the psychology of literary appreciation.

Subjects and methods: 160 sculpture creators were randomly selected, including 98 males and 62 females, with an average age of 35 ± 8.9 years. The 160 subjects were divided into two groups, the experimental group and the control group, respectively. 80 people each were tested for 10 weeks. The specific test content is to conduct a 5-week literary appreciation psychology intervention for the experimental group, infiltrate the related content of literary appreciation psychology into the sculpture creation, and the control group conduct sculpture creation in a normal environment. The creation content of the two groups of members is analyzed every two weeks. Finally, it analyzes the influence of literary appreciation psychology on the aesthetic orientation of sculpture through the mathematical model.

Study design: Take the urban cultural, regional, entertaining, iconic, and aesthetic indicators embodied in the sculpture works of the experimental group and the control group as the evaluation criteria to analyze the aesthetic value of the sculptures before and after the experiment.

Methods of statistical analysis: All data are analyzed by Pentiun-487 microcomputer, and each group of data is described by the mean ± standard deviation, and the influence of literary appreciation psychology on the aesthetic orientation of sculpture is analyzed according to the numerical change of each index.

Results: Table 1 shows the overall evaluation of the influence of literary appreciation psychology on the aesthetic orientation of sculpture.

According to the data in the above table, the difference between the experimental group and the control group was not significant ($P>0.05$) only in the first two weeks, and it was not statistically significant. After the intervention of literary appreciation psychology, the subjects' sculpture aesthetic level was significantly higher than before the experiment ($P<0.05$), indicating that the difference between the experimental group and the control group was statistically significant.

Table 2 shows the comparison results of the aesthetic evaluation of sculptures between the experimental group and the control group.

According to Table 2, it can be seen that the experimental group has higher aesthetic scores of sculptures

after the intervention of literary appreciation psychology, all reaching above 75 points, while the control group has lower aesthetic scores without the intervention of literary appreciation psychology. It shows that the psychology of literary appreciation can improve the aesthetic level of sculpture.

Table 1. The overall evaluation of the influence of literary appreciation psychology on the aesthetic orientation of sculpture.

Time	Test group		Control group		P
	Before the experiment	After the experiment	Before the experiment	After the experiment	
1-2 week	97.12±30.50	97.67±31.60	96.26±32.10	97.03±32.60	P>0.05
3-4 week	87.17±9.40	90.96±10.00	70.03±10.30	68.32±9.60	P<0.05
5-6 week	82.49±12.60	85.37±13.20	65.77±13.40	66.71±13.30	P<0.05
7-8 week	85.53±4.40	90.13±3.80	73.76±4.00	75.55±4.10	P<0.05
9-10 week	106.84±22.19	112.16±23.83	92.16±23.83	94.84±23.03	P<0.05

Table 2. Comparison of the aesthetic evaluation of sculptures between the experimental group and the control group.

Group	Urban culture	Regional	Entertaining	Aesthetics
Test group	89	75	85	90
Control group	57	59	64	67

Conclusions: As an independent spiritual creation and independent aesthetic experience, sculpture art has its own purpose and special value-artistic aesthetic value. Therefore, it is necessary to explore the research on the characteristics of art itself or its internal laws to reveal the aesthetic emotion or the inner world of people with emotion as the core. This is the mystery of sculpture art. As a literary psychology developed across the boundaries of traditional literary and modern psychology, the psychology of literary appreciation surrounds the center of the aesthetic essence of art, reveals the general and special psychological laws in literary and artistic activities, and undoubtedly shows it more and more. Unique advantages and charm, and herald's broad development prospects.

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INTERVENTION EFFECT OF PICTURE BOOK STORY ON PSYCHOLOGICAL DEPRESSION OF AUTISTIC CHILDREN

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Background: Autism, also known as autism, is one of the most common mental disorders in children. It is a group of behavioral syndrome with the main clinical manifestations of social communication disorder, language development disorder, narrow range of interest, rigid and repetitive actions. Male children are more common in children with autism, mainly in infancy. The main clinical manifestations are different degrees of communication barriers, speech barriers, lack of interests and so on. Through a large number of clinical studies show that 75% of children with autism accompanied by neurodevelopmental delay, the disease has a serious impact on the growth and development of children, reducing the quality of life of children.

Objective: It is difficult for autistic children to really learn abstract concepts, such as color, shape, number, etc. they often learn by forming conditioned reflex and memory, and their imagination is not rich. It's hard for them to recognize what they know if they change places. Their visual perception is poor, and their ability to distinguish size, shape and color is significantly lower than that of normal children. Therefore, the content of reading materials should be single, the lines should be concise, and picture books just meet this requirement. The content of picture book is very close to children's life, and the picture is exquisite.

Good picture books are made by famous artists. When teachers, students and students read picture books, the lines, colors and spatial layout of the pictures stimulate the sensory system of autistic children. Therefore, it is of practical significance to explore the intervention effect of picture book stories on the psychological depression of autistic children.

Subjects and methods: In this study, 111 cases of autistic children in a hospital from 2019 to 2020 were included and divided into the observation group and the control group. There was no significant difference in the general data between the two groups ($P > 0.05$). During the study, 6 cases in the control group fell off, which was not included in the statistical results. There were 45 cases in the observation group, including 41 males and 4 females; 27 cases were between 2 and 4 years old (including 2 and 4 years old). There were 60 cases in the control group, including 50 males and 10 females; There were 21 cases aged 4-6 years (including 6 years), and 39 cases aged 2-4 years (including 2 and 4 years). There were 8 children with epilepsy in the treatment group and the observation group, including 6 cases in the observation group and 2 cases in the control group.

Study design: Inclusion criteria: (1) According to the diagnostic criteria of DSM-IV and Chinese classification and diagnostic criteria for mental disorders. (2) The parents had informed consent to the treatment, could persist in the treatment for more than 3 months, and cooperated with the treatment. (3) The children aged ≥ 2 years old and ≤ 6 years old. Exclusion criteria: (1) Those who did not meet the above diagnostic criteria; (2) Autistic children over 6 years old; (3) Children with schizophrenia, Asperger syndrome, Heller syndrome and Rett syndrome; (4) Other treatment methods were used during the treatment; (5) Those who have received other psychological intervention treatment in recent 3 months.

Methods: The control group adopted routine nursing measures, including dynamic observation of vital signs, and made basic nursing measures according to the doctor's advice. The observation group was given picture book story nursing intervention on the basis of routine nursing. Take the food or toys that the autistic children are interested in as the chain, select the pictures of picture books in their life, color print these pictures, cultivate the students' observation ability and speaking motivation from the wordless picture books, and then arrange them into a picture book of the patient's own life according to the needs of the students' daily life, so as to establish the speaking motivation for the patients. The mode is to use picture books to convey "required information" other people's "information feedback"—one's own "requirements are met". Such creative and imaginative picture books take the satisfaction of autistic children's needs as the driving force to improve their language learning and stimulate their desire to speak. The clinical efficacy of the two groups was evaluated.

Results: The comparison results of clinical efficacy of the two groups are shown in Table 1. The effective rate of the observation group was 91.11 (41 / 45), which was significantly higher than 71.67% (43 / 60) of the control group ($P < 0.05$).

Table 1. Clinical efficacy of two groups of autistic patients.

Group	Number of cases	Remarkable effect	Effective	Invalid	Total effective rate
Observation group	45	12	29	4	41(91.11)
Control group	60	15	28	17	43(71.67)

Picture book story is an effective resource for autistic children to alleviate their depression. Most of the language in picture books is short and straightforward, and has a certain degree of repeatability. There are also corresponding intuitive picture story plots, which can stimulate autistic children's language communication ability, bring them a happy life experience, and open another rich and colorful world for them. It can effectively improve the cognitive ability, language communication and communication ability, reading and learning ability of autistic children. In the nursing work, nurses more actively provide personalized symptomatic care for children, and applying picture book story intervention to the treatment of autistic children can significantly improve the treatment effect and reduce the depression of children, which has good clinical effect, and provides certain reference for practical clinical application.

Conclusions: According to the cognitive characteristics of autistic students, we should choose picture books with simple and clear plots, few or single characters, short text, simple pictures and bright colors. The language training of autistic children should be combined with the "zone of proximal development" of their current spoken language level and the dialogue content and skills they need to master most. In the process of training, children's ability to answer questions should be improved step by step.

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WAYS TO IMPROVE THE EFFECTIVENESS OF OPERA MUSIC TEACHING BASED ON PERSONALITY COLOR PSYCHOLOGY

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Background: Personality is one of the criteria to distinguish the differences between people. Influenced by the external environment and internal factors, there are great differences between different groups of people. Psychological experts point out that personality will affect people's behavior. As the main organization to cultivate excellent music singers, vocal music major needs to pay attention to students' personality characteristics, and use students' personality to carry out appropriate teaching methods, so as to stimulate and improve students' personality Arouse students' interest in vocal music learning. Personality color is put forward by the famous American psychologist Burkman, which divides the characters into four colors: red, yellow, blue and green, namely, red, yellow, mature and stable, and deep and introverted green. Analyzing and researching the four personality colors plays an important role in the formulation and implementation of efficient teaching programs. Different colors have different characteristics There is a big difference in behavior and behavior.

Objective: The implementation of vocal music teaching in our country mostly adopts the traditional teaching method taught by teachers, that is, teachers explain, teach and sing, and students learn passively. Therefore, students do not have their own analysis and understanding of the knowledge they learn, which not only limits the teaching quality to a great extent, but also has an adverse impact on the appeal of vocal music singing. In terms of actual teaching, teachers obviously pay more attention to the teaching of vocal music skills in the teaching process, ignoring the cultivation of students' practical application ability, which limits the improvement of students' vocal music ability to a great extent. How to use personality color to carry out vocal music teaching activities is the key content of the current opera music teaching reform. Therefore, this paper puts forward the path of improving the effectiveness of opera music teaching based on personality color psychology, which provides new ideas and references for improving the effect of opera music teaching.

Subjects and methods: The characters with red character are straightforward and have high self-esteem. They dare to face all difficulties and have high self-esteem. At the same time, they are not allowed to fail in anything. They are the core characters in the team, but they are easy to be headstrong because of their tough personality. Secondly, the characters with yellow character are unrestrained, eager to get the attention of others, and have a strong desire to show themselves. They are active in the team and can mediate the team atmosphere. Secondly, people with blue personality are mature and stable, with strong sense of responsibility, strong organizational ability and leadership ability, and can shoulder to each person in the team. They are born leaders, but at the same time, people with such personality are easy to be true and fall into misunderstanding. Finally, the characters with green character, deep and introverted, diligent, can often leave a good impression on people. They are logistics characters in the team, silent but indispensable part.

Study design: Taking the students majoring in opera music as the research object, 120 students were randomly selected and divided into two groups, 59 in the control group and 62 in the experimental group. The control group adopted normal teaching methods, while the experimental group adopted individualized difference teaching based on personality color psychology. The experimental period was 3 months. The scores of the two groups were tested with intonation, rhythm and music performance ability as test indexes. There was no significant difference in the three indexes between the two groups before the experiment.

Methods: The results of different groups were compared with the results of different groups, and the effectiveness of teaching methods based on personality color psychology was evaluated.

Results: Get the average score of the control group and the experimental group, and the test results are shown in Figure 1. The scores of pitch, rhythm and musical performance ability in the experimental group were higher than those of the control group. Because there is no significant difference between the two groups before the test, it can be proved that the targeted teaching method based on personality color psychology is effective. This also shows that in the actual opera vocal music teaching, teachers should pay attention to students' personality psychology, which will affect students' music learning ability to a great extent. This requires that opera vocal music teachers should not only impart professional music theory knowledge to students, but also have a comprehensive and detailed understanding of different students' personalities. According to their personality characteristics, they should adopt teaching methods according to their aptitude, and make a correct choice of vocal music teaching content. In this way, they can better learn vocal music knowledge and have a better understanding of vocal music Interest, with the greatest enthusiasm to learn vocal music knowledge, and ultimately achieve the goal of training a large number of music talents for the country.
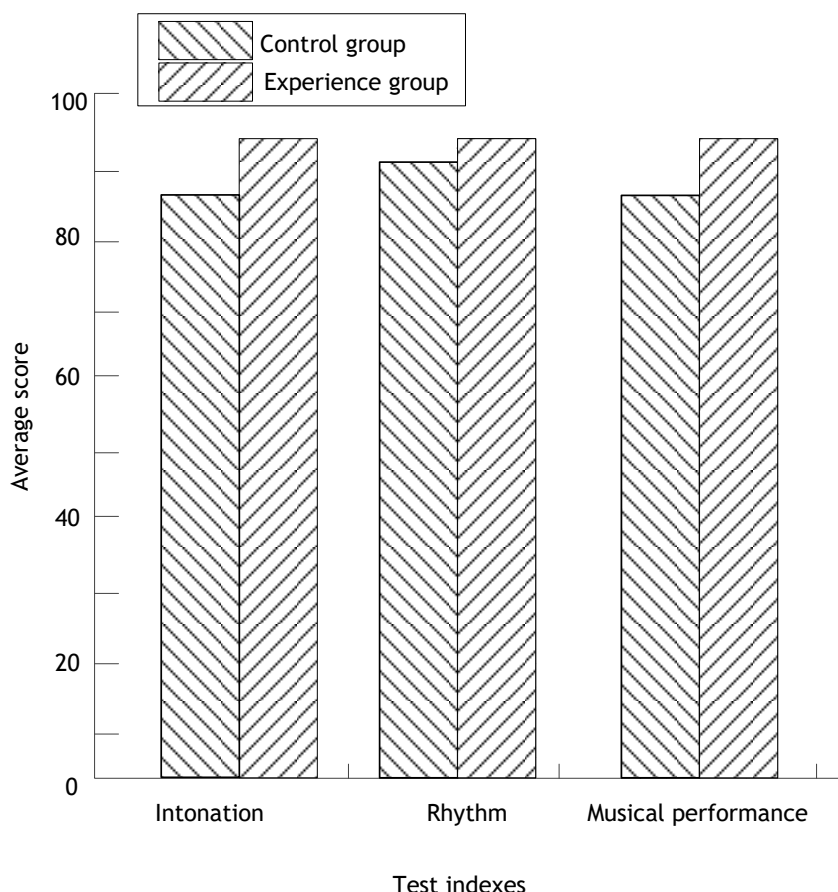
Figure 1. Test index results of two groups.

Conclusions: In this paper, personality color psychology is applied to the teaching of opera vocal music, and the experiment shows that the teaching method is effective. This paper mainly puts forward the teaching methods of personality color vocal music from the following aspects: To establish a correct teaching concept, vocal music teachers should take the initiative to change the traditional teaching ideas, fully respect the students' personality differences, and adopt individualized teaching for students with different color personalities; To choose appropriate teaching methods, teachers need to distinguish students' personalities reasonably, respect students' individual differences, and formulate and implement different teaching methods; Pay attention to the selection of teaching material content, vocal music teachers need to combine students' personality characteristics, choose appropriate learning repertoire for them, give full play to students' personality characteristics, so that students can integrate into music works.

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PERSONALITY PSYCHOLOGY ON CONTRASTIVE TRANSLATION BETWEEN ENGLISH AND CHINESE

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Background: Both translation studies and psychology are interdisciplinary oriented, and the relationship between personality and translation competence has attracted more and more attention because of its theoretical and teaching significance. Translation, as an interlingual communication, is not only a process of language transformation, but also a process of cultural transplantation. To a large extent, it is related to cultural factors, which are mainly influenced by personality psychology, and thus have a certain impact on translation. Therefore, to solve the problem of personality psychological differences in translation and understand some background knowledge is the key to ensure the quality of translation. Personality psychology influences the translator's understanding of word meaning and restricts the formation of

translation. Therefore, when translating, we should consider the culture of the source text and the target text, and express the information of the source text as the text that the target readers can accept and understand.

Objective: Human is the subject of translation activities, which is not only the center and focus of translation process, but also the starting point and destination of translation theory. The translator at the center of the dynamic process of communication acts as a bridge between the author of the source text and the reader of the target text. In the process of translation, the quality of the translator's subjectivity depends on the translator's mind and the thickness of the language and culture involved. The study of the translator's subjectivity and the changes of the translator's psychological development in the process of translation will also play an important theoretical reference role in improving the quality of translation. Therefore, this study investigates the influence of personality psychology on the results of contrastive translation.

Subjects and methods: According to the principle of random selection, a total of 120 students of English major in a certain school were randomly selected for questionnaire survey and relevant data collection. A total of 120 questionnaires were distributed and 112 valid questionnaires were collected. The subjects were 20-24 years old and all of them took Chinese as their mother tongue.

Study design: The Big Five Personality Inventory (BFI) developed by John et al. (1991) was used to measure students' personality traits. The scale includes five dimensions: experience openness, conscientiousness, extraversion, agreeableness and neuroticism. It is a self-report personality scale composed of 44 phrases. The specific introduction of its different dimensions is as follows:

(1) Experience openness is often related to rich emotions, active imagination, good artistic appreciation and the pursuit of different experiences. According to psychology, people with open experience usually have strong curiosity, thirst for knowledge, novel ideas and creativity; On the other hand, those with closed experience are more traditional and conservative, preferring a fixed way of life.

(2) Conscientiousness focuses on whether an individual shows a tendency to be reliable, trustworthy and self disciplined. Conscientious people are generally cautious and orderly, while those with low scores tend to be careless and free.

(3) If an individual is sociable, talkative, confident and decisive, then he is regarded as extroverted. Therefore, most of the extroverts are energetic, like to participate in various social activities, pursue stimulation and adventure, and often have leadership skills. Therefore, most of the extroverts are energetic, like to participate in various social activities, pursue stimulation and adventure, and often have leadership skills. The extroverts are more willing to get along with others; As a result, introverts are more sensitive to the outside world.

(4) Amenity mainly reflects the relationship between individuals and their social environment. People with high scores of agreeableness tend to trust others and are willing to cooperate or compromise with others. They are more understanding, compassionate, modest and polite; On the contrary, people with lower scores tend to take a cynical attitude in social situations, and in some cases may even become suspicious or hostile to others.

(5) Neuroticism is generally linked to sensitive, fragile, impulsive and other emotions. Because the individual with higher score in neuroticism is easy to experience anxiety, tension or unsafe emotion, sometimes neuroticism is also called emotional instability; On the contrary, they are calm and relaxed, calm and confident. Neurotic people have strong immunity to negative emotions, but they may not easily feel positive emotions.

Methods: In this paper, 50% as the benchmark, in each dimension, the subjects with scores lower than 50% and higher than 50% were included in the low group and the high group respectively.

Results: By testing the final scores of different students and combining with the theory of personality psychology, the relationship between personality psychology and final scores of English translation is obtained, as shown in Table 1. It can be seen that the average score difference between the high and low groups is not significant, the proportion of high scores of extrovert personality is the largest, and that of the two groups is not big under neuroticism personality. Therefore, it can be seen that different personality characteristics have different effects on the results of English translation, so in English translation teaching, we should take into account the psychological differences of personality.

Conclusions: According to the correlation between individual personality traits and corresponding Chinese English translation performance, this paper holds that students' personality traits should be paid attention to in translation teaching. The details are as follows: (1) The openness and conscientiousness of experience help to improve the performance of Chinese English translation of English majors; (2) There may be a negative correlation between extraversion and Chinese English translation performance; (3) There is no significant correlation between agreeableness and translation performance; (4) There may be a weak correlation between neuroticism and Chinese English translation performance.

Table 1. Relationship between personality psychology and final achievement in English translation.

		Experience openness	Conscientiousness	Extraversion	Agreeableness	Nervous
Those with lower scores of personality traits (less than 50%)	Average score	82.57	81.49	84.16	82.37	80.91
	Proportion of people with score higher than 80	60.90	62.40	90.20	70.90	69.40
Those with higher scores of personality traits (more than 50%)	Average score	83.07	84.62	82.14	80.26	83.17
	Proportion of people with score higher than 80	79.50	80.40	36.10	62.30	70.20

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ROLE OF SAFETY PSYCHOLOGY IN THE FATIGUE RELIEF OF CONSTRUCTION WORKERS

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Background: Fatigue of construction workers is one of the most common physiological and psychological phenomena that operators appear in construction. This kind of physiological and psychological fatigue phenomenon seriously affects the work efficiency and production safety. With the development of construction industry and the acceleration of urbanization; Due to the labor shortage in the construction industry has been highlighted, the existence of workers working overtime for a long time, high labor intensity work, coupled with the existence of some construction projects to seize the time, schedule, and high-altitude work, resulting in long-term physical fatigue and psychological fatigue of workers. The production safety accidents caused by this kind of people's unsafe factors are more frequent, increasing the construction cost. The difficulty of enterprise safety management also puts forward new issues and challenges to the safety production management of construction enterprises. Therefore, it is necessary to study the mental fatigue of construction workers with the method of safety psychology.

Objective: Psychology is a science that studies people's psychological law and mechanism. Safety psychology is a science that studies people's psychological state and its development and change in production activities. It can predict and prevent accidents more accurately by suggesting people's psychological characteristics, such as interest, hobby, character, emotion, motivation, attitude and ability. Strengthening the research of safety psychology plays an important role in training the safety consciousness of workers, overcoming the psychological factors of irrational behavior and improving the safety coefficient. Aiming at the safety accidents caused by the fatigue of construction workers, this paper analyzes the fatigue of construction workers from the aspects of physiological fatigue, psychological fatigue, fatigue process and fatigue degree, and starts from the natural construction environment of the construction site, the influence of high-altitude construction conditions, vertical cross and repeated construction operations, This paper analyzes and determines the fatigue factors of construction workers, and puts forward the ways to prevent and reduce fatigue and safety management methods in construction.

Subjects and methods: The author adopts the interview method to understand the psychological changes of the construction workers who have accidents, and analyzes the psychological state, emotion, individual psychological characteristics, behaviors and habits of the main responsible persons before the accident.

Study design: Using the method of interview, one-to-one interview with 20 main responsible persons of construction work in a province, to understand the psychological state of construction workers before the accident, combined with their own habits, personality, etc., to deeply analyze the causes of the accident.

Methods: The results of the psychological characteristics obtained by the interview are statistically sorted out by SPSS13.0 software, and the reasons and the changing rules of the accidents are clarified by using the theoretical analysis of safety psychology.

Results: It is of great significance to study and understand the individual psychological characteristics of workers for carrying out safety education, mastering people's psychological activities for their own safety and collective safety, finding people's unsafe behavior and psychological state in time, and reducing the

occurrence of accidents.

The results of psychological characteristics of 20 main responsible persons of the accident are shown in Figure 1.
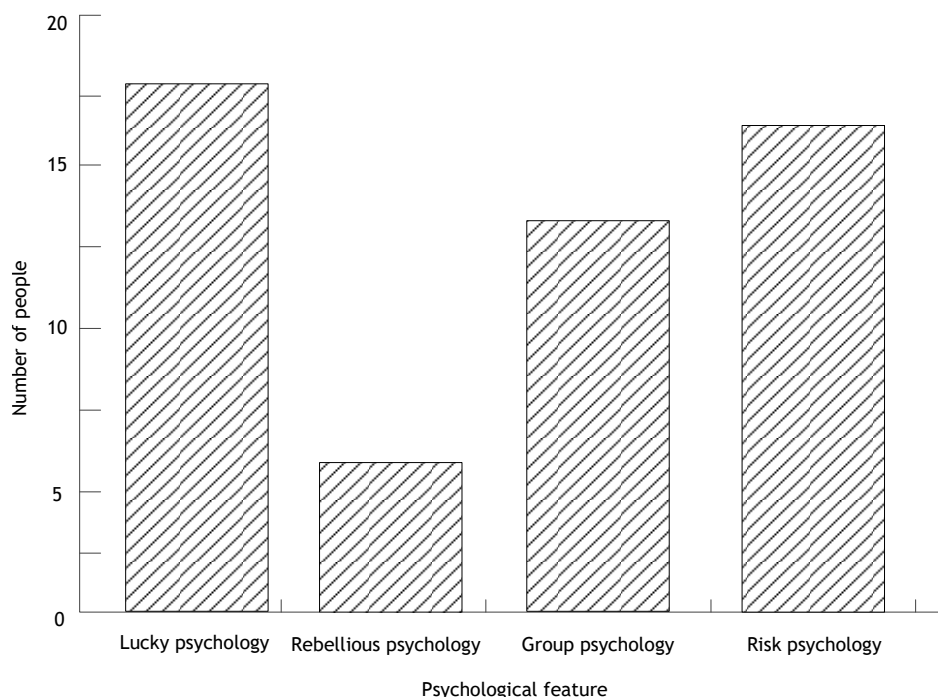
Figure 1. Statistics of psychological characteristics of the main responsible persons of the accident.

The paper analyzes the accident by using the theory of safety psychology, finds out the cause and the change rule of the accident through a large amount of original data and data, and studies and analyzes the unsafe behaviors and psychological state of the staff. The psychological characteristics of the construction personnel are mainly fluke Psychology (18), risk Psychology (15), conformity Psychology (13 people) and counter reaction Psychology (6 people). It is not uncommon in the construction industry to knowingly violate the rules and regulations, and the damage it causes to the state, enterprise property safety, employees and their families is obvious to all and countless. Therefore, we must strengthen the safety psychological education of employees, cultivate good psychological quality, enhance the ability of accident prevention, strengthen the learning and training of new technology, reduce the inappropriate "experience" interference, increase the supervision of violation of regulations, and establish an effective supervision mechanism.

Based on the above analysis, the most suitable preventive measures are obtained, including: (1) Strengthen the safety psychological quality of operators through psychological safety training. (2) Through the analysis of the psychological state and characteristics of the operators, the safety awareness of the operators was improved. (3) The safety psychology and attitude of the operators are corrected through the training of safety psychology. (4) Through the training of safety psychology to control the unsafe behavior of operators. (5) Through safety psychology training to improve the safety skills of operators. (6) Using the theory of safety psychology to improve the level of safety management.

Conclusions: In building construction, people's psychological activity is a very complex thinking process. It not only varies with people, time and events, but also is easily affected and restricted by external conditions and their changes. Therefore, we should attach great importance to safety education in construction site. The overall improvement of the comprehensive quality of construction personnel is regarded as the central task of creating a safe, harmonious, civilized and orderly production and living environment, so as to make the safety management further tend to be standardized, scientific, systematic and modernized, and realize the improvement of safety management level.

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INFLUENCE OF POSITIVE PSYCHOLOGY ON THE EDUCATIONAL DEVELOPMENT OF

SPECIAL STUDENT GROUPS IN COLLEGES

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Background: According to statistics, special student groups in colleges and universities account for about 30% of the entire college students, and it is on the rise. Related reports also show that special groups have the characteristics of intense emotional reactions, improper cognitive reactions, psychological and emotional imbalance, and large changes in behavior. Some of these special groups will drop out of school, abuse themselves or attack others, or commit suicide. Such problems not only affect their own healthy growth, but also affect the harmony and stability of the school and society. As a result, they have become the focus of attention of colleges and universities, and increasingly become the focus of attention from all walks of life, and their education and psychological assistance have also become an important subject of current social and educational research. At present, existing studies mainly focus on the causes, adverse effects, and prevention of special groups. However, there are few applied researches from the perspective of positive psychology. This study attempts to use this theory to resist negative forces with "positive forces", and thus more effectively promote the healthy development of college students.

Objective: At present, the education of special student groups in colleges and universities is encountering certain difficulties, and the introduction of the concept of positive psychology provides a new perspective for it. Educators can cultivate the inner strength of students from three aspects: establishing the value concept of positive and happy development, establishing a positive cognitive evaluation system, and constructing a positive support system, so as to achieve the goal of healthy growth of students.

Subjects and methods: This research takes into account the various majors of engineering, science, grammar and management disciplines of a university, selects 8 departments and several majors, and then randomly selects undergraduates from the whole group. A total of 620 questionnaires and 620 questionnaires on the cognitive status of special student groups were sent out. After recovery, invalid questionnaires such as incomplete answers, incorrect answering methods, or obvious regular forms were eliminated. A total of 603 valid questionnaires were obtained for special college students. There were 458 actual questionnaires with specific questions, and the questionnaire response rate was 93.2%. The control group used the one-year survey data of the personality status of special college students from the college psychological counseling center, and a total of 620 people were sampled, which is an overall sample. Statistical methods include frequency analysis, analysis of variance, and correlation testing.

Study design: 620 special group students were randomly divided into intervention group and control group with 310 students in each group. The two groups were given general psychological assistance. On this basis, the intervention group formulated and implemented positive psychological intervention measures according to the theory of positive psychology for 9 weeks. The control group received general psychological care such as routine health education and work and recreation. The Happiness Enterprising Questionnaire (HEIQ) was used to evaluate the mental health effects of the two groups before and after the intervention.

Results: Table 1 shows the comparison results of the HEIQ scores of the two groups of students in different time periods.

Table 1. Comparison results of the HEIQ scores of the two groups of students in different periods.

Group	Before intervention	After intervention			F	P
		1-3 week	4-6 week	6-9 week		
Intervention group	3.64±0.65	3.71±0.58	3.82±0.51	4.13±0.57	56.30	0.00
Control group	3.66±0.67	3.59±0.56	3.53±0.55	3.59±0.53		
t	0.25	1.75	3.29	3.92		
P	0.81	0.43	0.01	0.00		

According to Table 1, before the intervention, the total HEIQ score of the intervention group was (3.64±0.65) points, and the total HEIQ score of the control group was (3.66±0.67) points. There was no statistically significant difference between the two groups (P>0.05). After the intervention, the total scores of HEIQ of the students in the intervention group were significantly higher than those of the control group at different time periods, and the difference between the two groups was statistically significant (P<0.01).

In the face of social attitude-related issues, 42% of students from special groups are sometimes or often excited when arguing with others, showing that students from special groups are not easy to control their emotions. There are also 20% of college students sometimes or often feel that they are being treated unfairly, and 11% of college students sometimes or often feel that others are deliberately hindering

themselves. Most students from special groups still have a common heart in dealing with things around them.

Figure 1 shows the comparison of dimensional factors of psychological performance between the intervention group and the control group.
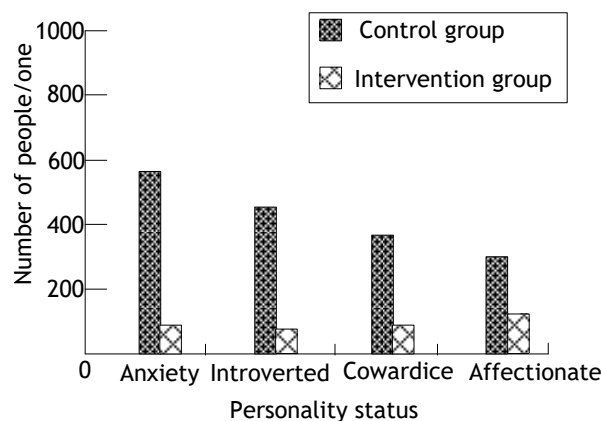
Figure 1. Comparison of dimensional factors of psychological performance between the intervention group and the control group.

It can be seen from Figure 1 that some students from special groups show unsound personality traits, introversion, cautiousness, emotional instability, low participation in society, poor psychological defense mechanisms and abilities, and tendencies to escape and withdraw. It clearly reflects the difference in personality structure and personality motivation of students of special groups under the intervention of positive psychology. In the absence of intervention, this kind of personality tendency is unfavorable to the development of students of special groups as a whole. We should open the door to students of special groups from the aspects of collective environment, humanistic care, participation opportunities, etc., so as to enhance their initiative in learning and life, so as to achieve the goal of improving their personality.

Conclusions: Guided by the theory of positive psychology, the implementation of group positive psychological interventions for special groups of students can enhance the positive emotional experience of special groups of students and improve the level of positive mental health. Compared with general psychological intervention, it can better improve the deep self-cognition structure of special groups of students and enhance the positive psychological quality. It is worthy of popularization and application in the teaching work of colleges and universities. In addition, this study did not make further follow-up and long-term effect observations for this interventional study, and it needs to be further explored in the future.

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DEVELOPMENT TREND OF MENTAL HEALTH EDUCATION AND THE INNOVATION OF TEACHING METHODS

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Background: As we all know, with the rapid development of social economy, the education and teaching of colleges and universities in our country is in an important stage of vigorous development, whether it is the teaching environment, teaching equipment or teaching ideas, teaching methods, etc., have been greatly optimized and improved, which provides a very good environment and conditions for Contemporary College Students' college learning and life.

The collaborative innovation of Ideological and political education and mental health education in Colleges and universities is the requirement of carrying forward the socialist core values. It is very important for a country and a nation to guard the ideological position. At present, the struggle in the field of ideology is becoming increasingly fierce. The impact of multiple values has a negative impact on some college students. College students have weakened their ideals and beliefs, moral decline and other phenomena. The

imbalance in the field of ideology is obvious. This has brought great challenges to the ideological and political education. It is far from enough to rely on the ideological and political education theory alone to guide the value.

Subjects and methods: This paper focuses on the collaborative innovation of Ideological and political education and mental health education in Colleges and universities. On the basis of theoretical analysis, taking the effective questionnaire analysis of 348 college students in Northwest A & F University as an example, this paper analyzes the existing problems and puts forward countermeasures. The main research methods are as follows

Literature research method. By sorting out and analyzing the books and literatures about this study, we classify the contents in the process of literature sorting, think about them, and put forward our own ideas.

Empirical research method. According to the research, the questionnaire was made and distributed and collected by chance sampling. The collected questionnaires were sorted out, the invalid questionnaires were removed, and the data of the remaining 348 valid questionnaires were tabulated for empirical analysis.

This paper studies the theory and practice of collaborative innovation of Ideological and political education and mental health education in Colleges and universities, and puts forward the ways and Countermeasures in line with the discipline teaching law. The research results are conducive to cultivating college students' positive attitude towards life, study and work and their awareness of active participation, forming an optimistic atmosphere in Colleges and universities, improving college students' mental health level, stimulating college students' innovative consciousness and increasing practical ability, promoting college students' all-round development and constantly realizing their self-worth.

Methods of statistical analysis: Taking 28924 college students from Northwest A & F University (data updated to November 2016) as the total sample size, we selected undergraduates and postgraduates from five different stages of freshmen, sophomores, juniors and seniors by chance sampling. Taking the questionnaire star as the survey platform, 370 questionnaires were distributed, 370 were recovered, 348 were effective, and the effective rate was 94.05%.

Table 1. Summary of survey samples.

Sample category	Gender		Grade					Is she an only child	
	Male	Female	Freshman	Sophomore	Junior	Senior	Graduate student	Yes	No
Percentage of people	171	177	119	112	54	25	42	138	210
	49.15%	50.85%	33.92%	32.0%	15.24%	6.75%	12.31%	39.66%	60.43%

Results: According to the data in Table 1, in the survey of "adaptation to college life", 32.76% of college students thought "OK", 63.22% said "still can", and the proportion of students who thought "relatively poor" and "poor" were 3.16% and 0.86% respectively. It can be seen that the adaptability of college students is relatively strong, and they have a good quality level in the environment transformation from high school to university. The recognition of their personal relationships is: 11.78% of college students feel "very satisfied", 58.05% of them choose "satisfied", 26.44% of them choose "general" and 3.74% of them choose "dissatisfied".

It can be seen that college students have good interpersonal relationship in campus life, and the majority of them are satisfied with their life psychology. These lay a good realistic foundation for the development of mental health education in Colleges and universities.

Table 2. Cross analysis table of confidence of students of different majors in their major.

x/y	Very confident	Lack of confidence	No confidence	Total
Neo Confucianism	29 (36.25%)	40 (50.00%)	11 (13.75%)	80
Engineering and learning	56 (41.79%)	65 (48.51%)	13 (9.70%)	134
Agronomy	20 (28.99%)	44 (63.77%)	5 (7.25%)	69
Medical science	3 (60.00%)	2 (40.00%)	0 (0.00%)	5
Humanities and social sciences	24 (40.00%)	26 (43.33%)	10 (16.67%)	60

In terms of ideology and psychology, 21.55% of the college students choose "often", 57.18% choose "occasionally", and 21.26% of the college students do not feel anxious in the past month. It can be seen that the mainstream of College Students' Ideological and psychological aspects is positive and healthy, and their anxiety is normal. However, 21.55% of college students who are often anxious need to be highly valued by college educators. If there is no reasonable and effective psychological counseling, a high level of anxiety will evolve into a serious psychological obstacle, which will affect the normal life, work and learning

activities, and even produce adverse consequences, endangering the safety and stability of colleges and universities. Only 37.93% of the college students feel "very confident", while 50.86% and 11.21% of them choose "lack of confidence" and "no confidence" respectively. This shows that with the rapid development of social economy and increasingly fierce competition, the severe employment situation also has an impact on the employment psychology of college students. Generally speaking, the employment confidence is insufficient. At the same time, the data show that there are obvious differences in the employment psychology of different majors. The employment pressure of the students majoring in agriculture is much higher than that of the students majoring in engineering. The limitations of the students majoring in agriculture in the field of employment also bring some negative effects on their mentality.

Conclusions: To objectively and truly reflect the ideological and mental health of college students, it is necessary to establish a feasible and scientific monitoring system of Ideological and mental health in Colleges and universities. Relying on the existing resources and on the basis of innovative technology transfer mechanism and mode, we should establish an interdisciplinary, interdisciplinary and cross university scientific research achievements transformation service system and university ideological and psychological support system innovation station, which is oriented by social needs and supported by information means. In order to establish the ideological and mental health assistance center in Colleges and universities, we should take positive psychology as the guidance, take professional psychological consultation and peer psychological assistance as the way of assistance, and infiltrate scientific and effective psychological guidance into the psychological health assistance.

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INNOVATION OF COLLEGE STUDENTS' MUSIC TEACHING MODE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Music education psychology is the subject of studying the psychological activities of teaching and learning in music education. It is the product of the development of music education and music psychology to a certain stage and mutual penetration. Psychological analysis of the psychological and brain responses to music and learning music. As an interdisciplinary subject of music pedagogy and music psychology, music education psychology is different from pedagogy and psychology. Compared with music pedagogy, it studies the psychological basis of external educational forms, the psychological phenomena of people related to subject and object, and analyzes the deep psychological laws of various educational phenomena. Compared with music psychology, it focuses on the psychological process related to music education, the psychological laws of music teaching, teaching and learning, especially the characteristics of human psychology and behavior in the situation of music education. The induction, cultivation and development of musical ability and the cultivation of musical talents are also important aspects of its research. The research results of music psychology have important reference to the study of music education psychology, but they cannot replace its research. In the teaching of primary school music, the rational use of music education psychology can make students more receptive and willing to participate.

Objective: Teachers in primary school music teaching, familiar with the characteristics of students' psychological development, understand the law of students' psychological development, college students' music teaching model innovation, so that students are easy to accept, willing to participate in music classes.

Subjects and methods: Taking 90 students aged 3-12 as the subjects of the survey, to ensure the effectiveness of the research results, each student has little individual difference, the whole student is divided into the control group and the experimental group, each group of students regardless of age, classroom expressiveness, music level and other factors are similar, the control group adopts the ordinary teaching method, the experimental group adopts the posture rhythm teaching method from the perspective of educational psychology, requires teachers to add some participatory links in the teaching process, with the music undulating melody, bright rhythm, stimulate students' interest in learning music, stimulate the response of body movements, Feel the flow of music in the rhythm of the body. This is exactly the same as the inner emotional activities, from both physical and mental aspects of the training of students. The performance of college students' music teaching classroom is investigated mainly from the attention and

expressive record of college students. Specific attention records are expressed in negative values, as shown in Table 1. Expressive recording rules are shown in Table 2.

Table 1. Children's classroom attention record form.

Distraction behavior Score value	-3	-2	-1	0
Mispronunciation (not caused by insufficient practice)	Many times	More frequent	Less frequency	Very few
Run around (can't sit)	Regular	More	Occasionally	Very few
Procrastination	Very procrastination	More procrastination	Occasionally	Very few
Mind your mind	Regular	More	Occasionally	Very few

Table 2. Record of children's classroom performance.

Performance Score value	2	1	0	-1	-2
Showing desire	Strong	Stronger	General	Weak	No
The fluency of the track	Smooth flow	More fluid	Play normally	Less fluid	Not playing properly

Results: After a week of music classroom teaching, the attention and expressiveness of different groups of children were recorded accordingly, and the average values recorded by each group were calculated. The closer the attention record value is, the more focused it is. The higher the expressiveness value, the stronger the child's performance. The average scores of attention and expressiveness in the two groups are shown in Figures 1-2.

As can be seen from Figure 1-2, the attention of the children in the experimental group is more concentrated, and its value is obviously larger than that in the control group, and it is close to 0. The average attention of children in the control group was 2.81, indicating that the attention of the children in the group was more distracting and could not focus effectively on the classroom. At the same time, the children's expressiveness in the experimental group is better than that in the control group, which shows that the children's music teaching mode can effectively improve the children's learning situation from the perspective of educational psychology.
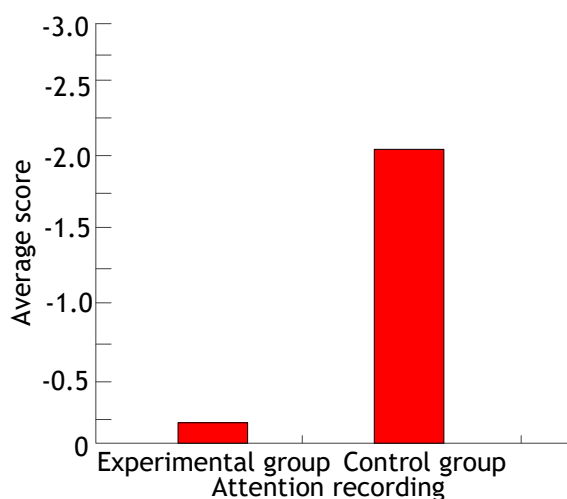
Figure 1. Average of attention scores in two groups.
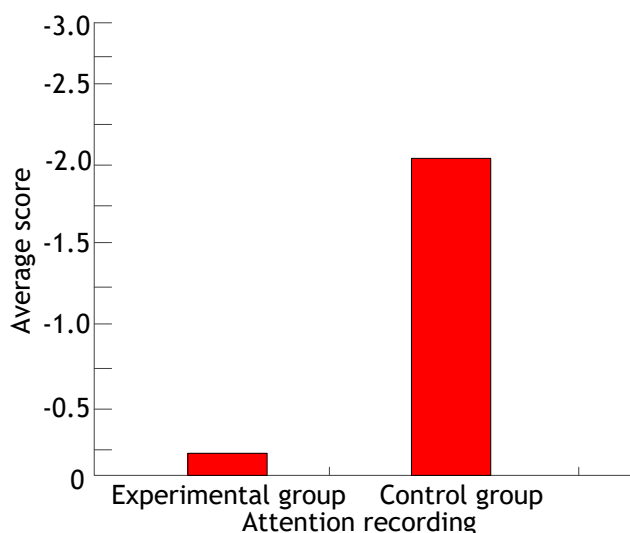
Figure 2. Average Performance Score of Children in Two Groups.

Conclusions: Good expressiveness and concentration are beneficial to children's music classroom learning effect. In a word, the application of interesting spectrum can promote children to learn in happiness. Teachers should develop teaching from the aspects of rhythm, organizing games and proper training to ensure that teaching is more interesting and to lay a solid foundation for strengthening teaching efficiency and children's musical literacy.

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INFLUENCE OF EDUCATIONAL PSYCHOLOGY ON THE BEHAVIOR PATTERN OF COLLEGE STUDENTS

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Background: Teaching materials and curriculum of Educational Psychology: educational psychology is a special course, which is between Ideological and political education and psychology. Compared with these two subjects, teaching psychology is more targeted in students' psychological education, and has a consistent relationship with ideological and political education and psychology. However, it is this characteristic of educational psychology that makes it difficult to set up teaching materials for educational psychology. The setting of teaching materials is also an important issue in educational psychology. It is necessary to integrate the knowledge and content of Ideological and political education and psychology, and change the previous ideas. However, the previous teaching materials are still used in educational psychology, which cannot meet the requirements of educational psychology, and cannot achieve the educational effect of the discipline on students' psychology. Therefore, the textbook of educational psychology needs to be paid attention to. In addition, the curriculum of educational psychology also needs to be paid attention to, correctly evaluate the importance of educational psychology, and reasonably arrange the curriculum and class hours of educational psychology, in order to achieve the best educational effect for students, which is also a problem to be considered in educational psychology.

College education has always regarded the moral cultivation of students as one of the important purposes of college education. However, from the current situation, the moral situation of college students is not optimistic. Therefore, it is particularly important to strengthen the moral cultivation of college students. In this paper, some university students as the experimental research object, through the system of educational psychology teaching, comparative analysis of the impact of educational psychology teaching on the development of moral cognition of sports college students, to explore the impact of educational psychology

on the behavior model of college students.

Subjects and methods: The specific experimental methods are as follows:

(1) Expert interview.

By telephone, face-to-face or e-mail to consult the relevant experts in educational psychology, to understand the current situation and problems of moral development of college students in sports colleges.

(2) Experimental method.

The moral development level of students was investigated by using the questionnaire of moral dilemma story. The judgment of moral development level is to divide the stage by using the form of expert score, and classify it into the corresponding development stage according to the answers to the questions in the moral dilemma story. There are 5 experts in this study (all of them are experts in Educational Psychology), and the average score of all experts is used as the moral development level index of the student (from 1 to 6).

The development of moral cognition is an important part of College Students' moral development. The research takes 300 college students as the research object, through the teaching experiment of "educational psychology", the results show that: before and after the experiment, there are significant changes in college students' moral cognition, but there is not necessarily a positive relationship between the development level of College Students' moral cognition and age growth; there may be fluctuations in the process of moral cognition development.

Study design: The data were processed by SPSS11.5 software.

Methods of statistical analysis: In this study, 300 sophomores from four classes in a university were randomly selected as the research objects, two of which were the experimental group and the other two were the control group. There were 164 students in the experimental group (72 boys and 92 girls) and 136 students in the control group (83 boys and 53 girls). The subjects in the experimental group were taught the course of educational psychology for 18 weeks and 36 class hours according to the syllabus, while the subjects in the control group were not taught the course.

Results: Independent sample t test was used to compare the development level of moral cognition between the two groups before the experiment. The results show that (see Table 1), before the experiment, there is no significant difference in the development level of moral cognition between the two groups ($P > 0.05$), and their moral development level is low, which is consistent with the results of expert interviews. The results in Table 1 show that the homogeneity of the two groups is good and can be compared.

Table 1. Comparison of the norms of College Students' behavior patterns.

	M	t	df	P
Experience group	4.21	1.578	298	0.116
Control group	4.18			

After the experiment, the development level of moral cognition of the experimental group was tested by paired sample t test. The results show that (Table 2), the development level of moral cognition of the experimental group after the experiment is significantly higher than that before the experiment, and the difference reaches a very significant level ($P = 0.000$). Through the experimental treatment, the development level of moral cognition of the subjects has been significantly improved.

Table 2. Comparison of the development level of moral cognition of the experimental group before and after the experiment.

	t	df	P
Before and after the experimental group	-44.146	162	0.000[**]

Notes: [**]P<0.01.

In the teaching process of educational psychology, one of the important teaching contents is the study of moral character. In this part, students are required to master and deeply understand the concept of morality and morality, the psychological structure and connotation of morality, and the theoretical requirements for moral cognition reach the level of understanding and application. In the study of moral cognitive theory, we have studied the dual story and moral dilemma story. The analysis and discussion of these two methods will help students understand the specific code of conduct and why to implement the code. We should correctly understand the concept, principles and views of morality, deepen and promote the understanding of moral cognition and improve their ability to judge whether or not they are right or

wrong. On the other hand, the teaching content elaborates the development and cultivation of individual morality from four aspects: cognition, emotion, will and behavior. In this part of teaching, teachers should carry out moral cognition, emotion and behavior education according to the students' actual situation and psychological development characteristics. This comprehensive, multi-angle and targeted education form promotes the development of students' moral cognition, which is much greater than that of single angle education or simple preaching.

Conclusions: The significance of the application of educational psychology in college students' education and teaching is to promote students' mental health, improve the quality of education management, and strengthen the predictability of education. The application of educational psychology in college education mainly includes insisting on taking students as the center, giving priority to encouragement and skillfully using psychological suggestion. In short, give full play to the role of educational psychology, lay the foundation for the development of College Students' normative behavior mode.

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EFFECT OF MARTIAL ARTS TRAINING ON THE PHYSICAL AND MENTAL HEALTH OF YOUNG PEOPLE

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Background: Martial arts, as a rich and profound Chinese excellent traditional culture and a unique traditional sports event, has attracted many martial arts enthusiasts with its practical effects of strengthening the body, nurturing the spirit, cultivating sentiments, and exercising the will. Adolescents are in a critical period of growth and development. The healthy growth of adolescents is related to the prosperity of the country and the prosperity of the nation. Martial arts can deal with physical health problems such as obesity, early growth, short height and other physical health problems encountered in the growth of adolescents, as well as withdrawn personality, tired of learning, psychological problems such as lack of self-confidence and weakness in doing things have a good improvement effect. In this research, students participating in martial arts training are the experimental subjects, martial arts coaches and students' parents are the subjects of investigation, and the influence of off-campus martial arts education on the physical and mental health of martial arts students is investigated. According to adolescents' physiological anatomical characteristics and physical fitness development characteristics, the influence of martial arts training on the physical and mental development of adolescents is explored. It is believed that practicing martial arts in adolescence plays an important role in improving adolescents' motor system, cardiovascular function, respiratory system, nervous system and mental health.

Objective: Discuss the effect of martial arts training on the physical and mental health of young people, and propose corresponding countermeasures. Provide a certain reference for the promotion of martial arts aerobics for middle schools, inherit excellent national cultural traditions, expand the forms of exercise of extracurricular sports activities in primary and secondary schools, and enhance the physical and mental health of young people.

Subjects and methods: Randomly select 60 junior high school students from a certain school as the research objects. They are divided into the experimental group (wushu aerobics group) and the control group, with 30 people in each group, 15 boys and girls. All test subjects are in good health, with good motor organ function, and volunteer to participate in this experiment. Before the test, there was no significant difference between the two groups in the horizontal ratio of various physical fitness indicators. The subjects performed martial arts aerobics exercises for 12 weeks. The physical fitness test method and the psychological measurement method are used to compare and analyze the changes of the indicators (physical shape, fitness, function and mental health) before and after the experiment.

Study design:

(1) Physical function indicators: After 12 weeks of martial arts exercises, the vital capacity indicators of the heart and lung functions of the students in the experimental group were analyzed.

(2) Physical fitness indicators: After 12 weeks of martial arts aerobics exercises, the difference between the experimental group students' physical flexibility in the sitting position, the grip strength of the upper limbs, and the endurance quality of the middle-distance running and the pre-experiment.

(3) After 12 weeks of martial arts aerobics exercises, the difference between the emotional dimension and the volitional behavior dimension was analyzed compared with before the experiment.

Methods of statistical analysis: Use SPSS version 17.0 software to process data.

Results: The analysis results of the subjects are described in a quantitative form, and the results are shown in Table 1:

Table 1. Analysis of test results.

Coding	Heart and lung function	Limb strength	Physical endurance	Willpower	Emotional control
Test group	0.45	0.63	0.74	0.82	0.90
Control group	0.37	0.41	0.48	0.52	0.63

(1) 12 weeks of martial arts aerobics exercise can significantly improve the cardiopulmonary function, limb strength and physical endurance of the experimental group students.

(2) After 12 weeks, the body shape of the students in the control group also showed an increasing trend, but there was no significant improvement in physiological functions and physical fitness indicators.

(3) Psychological survey results show that martial arts aerobics can significantly enhance the willpower and emotional control ability of the practitioners, and effectively promote the mental health of rural junior high school students.

The research results show that the influence of martial arts on young people, in terms of physical fitness, improves the endurance quality of young people, and promotes the development of young people's physical shape; in terms of psychology, it enhances the young people's ability to resist stress and frustration, build self-confidence, and improve In order to improve the interpersonal relationship of adolescents, they can scientifically carry out self-emotion regulation and control personal emotions and behaviors.

Conclusions: Martial arts aerobics has a positive effect on improving the physical fitness of young people. It is recommended that middle and primary schools offer martial arts aerobics courses. Due to the limited time and funding of this experiment, the entire experiment process was only carried out for 12 weeks. Future studies will appropriately increase the control group for comparison and extend the experiment time, and more comprehensively analyze and explore the fitness effects of martial arts aerobics. It is suggested that teachers should add some training on speed and explosive force while teaching martial arts aerobics to learn from each other's strengths, so as to achieve the goal of comprehensively improving the physical fitness of young people.

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CURRENT SITUATION OF INTEGRATING BEHAVIORAL PSYCHOLOGY THEORY INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Ideological and political education is related to the healthy growth and success of college students. Psychology and ideological politics are both humanities that study people's ideology and behavior. The educational methods of the two can learn from each other in many ways. The necessity of applying psychology theory to ideological and political education is based on this. The application strategy of academic theory in ideological and political education. Psychological theory is a science that studies the psychological process and the laws of psychological development of people. It is closely related to the ideological and political education work that also takes people as the research object. It provides an effective way for schools to better understand the psychology and behavior of college students.

In the traditional ideological and political education process, more one-way "indoctrination" education methods are adopted. This method does not understand the psychology of the students, is not clear about the needs of the students, and does not analyze the characteristics of the students, and it does not give play to the subjectivity of the students. Therefore, the educational effect is not significant.

Discussing the connotation and characteristics of the effectiveness of college students' ideological and political education from the perspective of psychology is a logical starting point for accurately grasping the effectiveness of college students' ideological and political education and further enhancing the pertinence, effectiveness and affinity of college students' ideological and political education. Psychological theory provides a way to understand the characteristics and laws of college students' psychological development. It uses the relevant theories of psychology, adopts different educational methods, teaches students in accordance with their aptitude, and "a key opens a lock". Effectively avoid the simplification and "one size

fits all" phenomenon of ideological and political education.

Subjects and methods: The establishment of educational goals has shifted from becoming a social citizen to becoming a social citizen and overall development, the construction of educational content has shifted from focusing on social needs to focusing on physical and mental development and individual needs, and the selection of educational methods has shifted from focusing on indoctrination to appropriate and flexible. Psychology provides a basis for the effectiveness of ideological and political education for college students. It is embodied in: setting up educational goals based on positive psychology and the taxonomy of educational goals, and selecting educational content based on humanistic psychology, the theory of recent development areas and the theory of cognitive development. The selection of educational methods and methods based on constructivist psychology, the optimization of the educational process based on attitude psychology, the better coordination of educational elements based on moral psychology, and the better grasp of educational objects based on differential psychology, etc.

Results: The psychological environment is that "the whole situation is the totality of things that can affect the individual concerned." Psychological environment mainly refers to the mental state of the educational object, namely, emotion and emotional state, which are irrational factors, including emotion, emotion, belief, will and so on. The emotional and emotional psychological tendency requires that the ideological and political educators should observe the emotional changes of the educated and respect human emotions. Enable the educated to accept and internalize the teaching content through psychological experience, and emotionally accept, identify and internalize the teaching content.

The survey adopts a random arrangement method for the items involved in the questionnaire. In the statistical data, the conversion calculation is used to obtain the average score table of the 8 dimensions of the teacher's volume and the 7 dimensions of the student volume of the effectiveness of college students' ideological and political education.

Teachers rated the overall effectiveness of college students' ideological and political education score of 3.10, and the scores of each dimension were ranked from high to low: educational objective effectiveness 3.47, educational content effectiveness 3.38, guarantee system effectiveness 3.33, and educational environment effectiveness 3.31. The effectiveness of educators is 3.22, the effectiveness of educational results is 3.20, the effectiveness of classroom teaching is 2.99, and the effectiveness of educational methods is 2.91.

This shows that college teachers believe that college students' ideological and political education is generally more effective; the eight dimensions of education goal, education content, guarantee system, education environment, classroom teaching, educators, education results, and education methods are greater than or close to 3.00. Explain that these dimensions are more effective or nearly effective.

Table1. Comparison of Means of Overall Effectiveness (Teacher Evaluation) of College Students' Ideological and Political Education

Project	Average	Rank
Overall effectiveness	3.11	-
Effectiveness of Educational Goals	3.48	1
Effectiveness of educational content	3.39	2
Effectiveness of Educational Methods	2.96	8
Classroom teaching effectiveness	2.99	7
Educational environment effectiveness	3.32	4
Educator effectiveness	3.33	5
Guarantee system effectiveness	3.34	3
Effectiveness of Educational Results	3.21	6

overall effectiveness
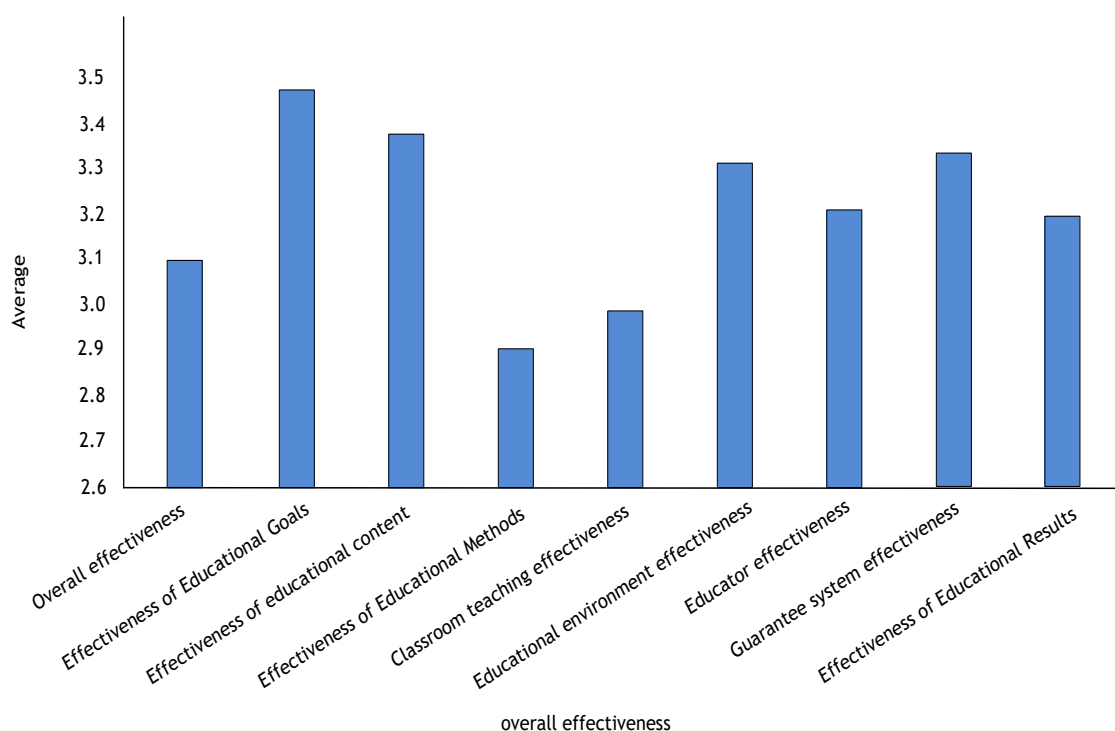
Figure1. Bar graph of comparison of the overall effectiveness of college students' ideological and political education (teacher evaluation).

Conclusions: Use psychological theory to optimize work methods, improve educational concepts, increase the scientificity and predictability of ideological and political education, and improve the effectiveness of work. The effectiveness of ideological and political education is a developing topic, and it is also a constantly new topic. How educators can use psychological theories to improve the effectiveness of their work is only in the preliminary exploration, which is worthy of in-depth and detailed research by scholars.

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INNOVATION OF E-COMMERCE MARKETING MODE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology mainly studies the structure of cognitive processes such as perception, attention, learning, memory and thinking. It is a discipline that studies how people perceive, learn, remember and think. On the one hand, the growth of information in geometric progression makes the human brain unable to bear the heavy burden, thus only focusing on the information related to one's own needs, which is unconventional in form or content, while establishing an automatic "defense network" for other information to prevent them from entering the brain's processing center; On the other hand, the diversity of channels to get the same kind of information makes the internal relationship between this kind of information become very important. When information enters the human brain, there is a short memory process, which reminds the central nervous system of the brain that new information needs to be processed. In this regard, from the perspective of cognitive psychology, the basic characteristics of e-commerce marketing is to directly apply the theory, analytical framework and methods of cognitive psychology to conduct research at the level of product category, and most of the research is about the content of consumer knowledge in the marketing process. With the further development of the Internet era, e-commerce marketing has become an indispensable part in the development of contemporary marketing. The turnover of the "double 11" and "double 12" Shopping Festival increases sharply every year. In the process of e-commerce marketing, it is of great significance to understand the hearts of consumers.

The purpose of this study is to analyze consumer psychology through cognitive psychology, optimize e-commerce marketing mode, and study the psychological change process of consumers in the process of shopping based on the attention related attention allocation, attention transfer, working memory and short-term memory.

Subjects and methods: This paper studies the factors that affect consumers' decision-making and cognitive vision by setting consumers in the specific situation of e-commerce marketing, and observing the consumers' response to the stimulation of e-commerce marketing mode. And the cognitive psychology research method is used to study these reactions, find out the general relationship and law between stimulation and response, and transform it into e-commerce marketing mode.

Study design: In this paper, attention distribution, attention transfer, working memory and short-term memory are taken as independent variables, e-commerce marketing model as regulatory variables, and consumer psychology as dependent variables to analyze the impact of cognitive psychological forms and marketing model on consumer psychology.

Methods of statistical analysis: SPSS22.0 was used to analyze the data. In order to compare the performance indicators of the two groups, the overall consumers and marketing mode were analyzed.

Results: From the perspective of cognitive psychology, the psychological test results of the experimental group before and after the innovation of e-commerce marketing mode are shown in Tables 1 and 2.

Table 1. Test results of e-commerce marketing model before innovation from the perspective of cognitive psychology.

		Levene test		t test		
		F	P	t	df	Sig.
Attention distribution	Equal variance	0.355	0.552	3.031	200	0.003
	Unequal variance			3.033	199.595	0.003
Distraction	Equal variance	0.325	0.553	3.021	198	0.004
	Unequal variance			3.058	187.935	0.002
Working memory	Equal variance	0.343	0.531	3.042	201	0.004
	Unequal variance			3.057	189.785	0.003
Short-term memory	Equal variance	0.321	0.563	3.024	195	0.003
	Unequal variance			3.042	156.955	0.004

Table 2. Test results of the experimental group after innovation of e-commerce marketing model in the cognitive psychology perspective.

		Levene test		t test		
		F	P	t	df	Sig.
Attention distribution	Equal variance	0.352	0.542	3.053	200	0.003
	Unequal variance			3.045	193.695	0.003
Distraction	Equal variance	0.343	0.546	3.032	188	0.003
	Unequal variance			3.047	189.945	0.002
Working memory	Equal variance	0.353	0.567	3.021	199	0.002
	Unequal variance			3.046	199.785	0.003
Short-term memory	Equal variance	0.343	0.523	3.021	197	0.003
	Unequal variance			3.033	188.567	0.003

It can be seen from Table 1 that the value of F is in the standard value of 0.320-0.355, *P* > 0.05, so the variance is homogeneous, and the corresponding t value is in the range of 3.0-3.06, *P* < 0.05, which indicates that the e-commerce marketing mode has a significant impact on consumers' psychological adversity, with statistical significance.

According to Table 2, the standard values of *F* are 0.340-0.353 and *P* > 0.05, so the variance is the same, and the corresponding t value is between 3.21-3.06, *P* < 0.05, which indicates that e-commerce marketing mode has a positive and significant impact on consumer psychology and has statistical significance.

From the data processing and analysis of the experimental group, we can find that the results of the experimental group before and after the measurement are significantly different. From this point of view, the results are in line with the original assumption of the study, which can effectively improve the e-commerce marketing mode from the perspective of cognitive psychology. The research also shows that the application of cognitive psychology in e-commerce marketing can make the attitude of consumers develop in a positive direction, effectively improve the consumers' positive shopping mood, and enhance the degree of consumption. In a word, it is effective to optimize e-commerce marketing mode innovation by cognitive psychology, but it still needs further research on specific methods and technology levels used by different groups.

Conclusions: Generally speaking, compared with other technology schools, cognitive psychology is more easily accepted by consumers because of its experience and participation in the process of technology implementation. Through the use of cognitive psychology, the optimization of e-commerce marketing mode can promote the positive degree of consumers' understanding of products. From the research point of view, through the use of cognitive psychology, a number of psychological and emotional indicators of the tested consumers have been improved. It can be seen that cognitive psychology has broad application prospects. Especially in the current rapid development of social background, the use of e-commerce marketing industry can effectively improve consumers' understanding of products and the positive subscription.

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FUNCTION OF COGNITIVE PSYCHOLOGY IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

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Background: The ideological development of college students is closely related to the concepts, beliefs, values, attitudes and other factors in the existing cognitive structure. Cognitive psychological factors have a great impact on the effectiveness of Ideological and political education of college students. And in the process of Ideological and political education, educators and educational objects often have cognitive bias. Using cognitive psychology knowledge to analyze the above problems can enhance the scientificity and practicality of Ideological and political education. Psychological ideological and political education should learn from the latest research results of cognitive psychology, which is of great significance to overcome the psychological cognitive problems existing in the process of Ideological and political education, improve the cognitive structure of educational objects, and design a scientific and reasonable process of psychological ideological and political education.

The purpose of this study is to analyze the results of College Students' psychological and ideological education through cognitive psychology. Through the implementation of developmental mental health education, it can provide a healthy personality basis for ideological and political education, improve students' cognitive bias, provide rational cognition for ideological and political education, change students' irrational cognition, and provide a reasonable way of thinking for ideological and political education, Optimize the effectiveness of College Students' psychological and ideological education

Subjects and methods: This study is to set consumers in the specific context of e-commerce marketing, to observe the response of consumers to the stimulation of e-commerce marketing mode and the factors that affect consumers' decision-making and cognitive vision. In order to find out the general relationship and rules between stimulation and reaction, and transform them into e-commerce marketing mode, the college students in this study are mainly selected from more than ten thousand students in four universities. They are randomly selected from freshmen, sophomores and juniors, and 1121 valid questionnaires are

obtained, including 496 boys and 625 girls, the main test was conducted by the teachers or the students of the major. The questionnaire was checked on the spot, and if there were any questions, they were corrected and then returned. All questionnaires were collected on the spot.

Study design: In this paper, 30 questions related to attention, perception, representation, memory, thinking and language in cognitive psychology are selected, all of which are single choice questions. The dimensions of cognitive characteristics of questionnaire design include perception judgment dimension, thinking emotion dimension, representation extraversion dimension and memory intuition dimension" There are 15 questions in total, including single choice question, multiple choice question and question answer question. The questionnaire involves three aspects, including the content of moral education, the current situation of the implementation of school moral education methods, and the development of students' morality.

Methods of statistical analysis: SPSS19.0 for Windows software package was used to analyze the results.

Results: A comparative analysis of the role of cognitive psychology in the psychological and ideological education of college students, the test results are shown in Table 1 and 2:

Table 1. Test results of the experimental group before the role of cognitive psychology in the psychological and ideological education of college students.

	Levene test		t test		
	F	P	t	df	sig
Judgment dimension	0.465	0.582	2.031	300	0.02
			2.433	299.5	0.03
Emotional dimension	0.585	0.643	2.221	288	0.02
			2.858	287.935	0.02
Extraverted dimension	0.673	0.591	2.612	311	0.02
			2.267	219.75	0.03
Intuitive dimension	0.541	0.673	3.054	300	0.03
			3.024	256.95	0.02

Table 2. Test results of the experimental group after the role of cognitive psychology in the psychological and ideological education of college students.

	Levene test		t test		
	F	P	t	df	sig
Judgment dimension	0.452	0.642	3.243	300	0.05
			3.345	294.65	0.054
Emotional dimension	0.533	0.746	3.362	289	0.05
			3.527	299.95	0.05
Extraverted dimension	0.653	0.667	3.231	299	0.057
			3.376	290.85	0.055
Intuitive dimension	0.533	0.723	3.571	290	0.057
			3.253	288.767	0.05

It can be seen from Table 1 and Table 2 that after applying cognitive psychology in the ideological and political education of college students, the judgment dimension, emotional dimension, extraverted dimension, and intuitive dimension $Sig \geq 0.05$, so the variance is uniform, and the corresponding t value is Between 3.2 and 5.7, it shows that cognitive psychology has a positive and significant impact on the ideological and political education of college students, which is statistically significant.

From the processing and analysis of the measurement data before and after the experimental group, it can be found that the results of the measurement before and after the experimental group are significantly different. From this point of view, the results are in line with the original idea of the study-cognitive psychology can effectively improve the results of college students' ideological and political education. Research also shows that the application of cognitive psychology to the ideological and political education of college students can make college students' attitudes develop in a positive direction, effectively improve college students' emotions, and enhance their ability to manage emotions. In short, it is effective to optimize the ideological and political education of college students with cognitive psychology, but further research is still needed in terms of specific methods and technical levels used by different groups of people.

Conclusions: On the whole, the implementation process of college students' ideological and political education reflects the psychological cognitive process of educators and students. Using the relevant theories of cognitive psychology to analyze the psychological cognition problems in the process of ideological and political education, we can see the cognitive structure. Construction and transformation play an important role in ideological and political education in universities. Educators should adopt a variety of methods to optimize the cognitive structure of educational objects to enhance the acceptance of ideological and political education.

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APPLICATION OF PSYCHOLOGY IN CHARACTER IMAGE DESIGN

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Background: Image design is to transform or reconstruct the original imperfect image of the subject to achieve the purpose of benefiting the subject. It is not only suitable for personal characteristics of hair, make-up and clothing, but also for the real work and life services, which is very similar to corporate CI design, are for the long-term future development. Therefore, its content includes the external form, such as clothing, make-up, but also includes the external performance of internal character, such as temperament, behavior, speech, living habits and so on. From this height of character image design, is not the ability of makeup artist or fashion designer can complete, but the objective environment for the confirmation of the main image has a long process, not overnight. At present, there is no professional character designer. Therefore, many character designers are transformed from makeup artists, which makes the public understand the concept of character designer as stylist. In fact, the design of character image is not only to change the appearance of appearance and clothing, but also to make full use of psychology to change customers from the inside out.

The purpose of this study is to analyze the situation of character image design from the perspective of psychology, optimize the effect of character image design, and study the influence of psychological changes on the effect of character image design based on the character's perception, cognition, emotion, personality and behavior.

Subjects and methods: This study is mainly through the psychological point of view of the character image design, in the design process, fully consider the psychological changes in the process of image design, improve the effect of character image design. This study mainly adopts the form of questionnaire survey. In order to ensure the quality of the questionnaire survey, the paper questionnaire of field survey is distributed. The distribution method is personal distribution. The main choice is the personnel who participate in the character image design for indoor collection. In order to ensure the quality and efficiency of the questionnaire, the questionnaire was distributed on site, supervised and collected on site. A total of 300 questionnaires were collected, and 280 valid questionnaires were collected, with an effective rate of 93.33%.

Study design: This paper takes cognition, interpersonal relationship, social relationship and family as independent variables, and takes the image of characters as dependent variables to analyze the influence of psychology on the design of character image.

Methods of statistical analysis: In this paper, SPSS22.0 is used to analyze the data, descriptive statistical method is used to analyze the basic situation of the survey object, independent sample *t*-test and one-way ANOVA are used to analyze the influence of psychology on character image design.

Results: For the regression of the above variables, the results are shown in Table 1. It can be seen from Table 1 that if the *P* value of the interaction item of cognition and family is greater than the significant level, the coefficient of the interaction item of cognition and family is not significant, which indicates that the moderating effect of cognition and family on character image is not significant. However, if the interaction between cognition and family is greater than the significant level, it indicates that the interaction between cognition and family is significant.

Table 1. The moderating effect of cognition and family on character image design.

Variable	Coefficient	Standard deviation	t	P
Cognition>character image design	0.381	0.064	5.660	0.000
Family>character image design	0.231	0.066	3.530	0.000
Cognition and family>character image design	-0.100	0.057	-1.760	0.080

Table 2. The moderating effect of social relationship and interpersonal relationship on character image design.

Variable	Coefficient	Standard deviation	t	P
Social relations>character image design	0.334	0.064	5.210	0.000
Interpersonal relationship>character image design	0.104	0.069	1.510	0.132
Interpersonal and social relations>character image design	0.311	0.062	5.020	0.000

As can be seen from Table 2, the corresponding *P* value of interpersonal relationship is 0.00, less than 0.05. Therefore, it can be considered that at the significant level of α=0.05, the coefficient is significantly greater than zero. The corresponding *P* value of social relationship is 0.132, which is greater than 0.05. Therefore, it can be considered that at the significant level of α=0.05, social relationship has a significant impact on character image design.

Through the analysis of the relationship among cognition, interpersonal relationship, social relationship, family and character image design, we can know that the interaction between cognition and family is significant, and the influence of cognition and family on character image design is not significant. Interpersonal relationship has no significant influence on character image design, while social relationship has significant influence on character image design.

Conclusions: To sum up, character image design is to transform or reconstruct the original imperfect image of the subject to achieve the purpose of benefiting the subject. It is not only limited to the hairstyle, make-up and clothing suitable for individual body, but also needs to serve the real work and life, which leads to its cognitive ability, family situation, interpersonal and social relations affect the effect of character image design. In this regard, in the design process, the analysis of the cognitive situation, interpersonal relations, social relations and family relations of the characters on the psychological changes and the relationship between the characters can effectively improve the design effect of the characters.

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ANALYSIS AND OPTIMIZATION MEASURES OF E-COMMERCE MARKETING MODE FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: In recent years, with the rapid development of mobile Internet in China, people's demand for mobile Internet for social networking is increasing. These e-commerce sales all make use of the theory of consumer psychology, through various e-commerce marketing modes such as the social e-commerce platform of Little Red Book, the distribution marketing model of key opinion leaders (KOL), and the Pinduoduo represented by Pinduoduo marketing model. According to the prediction of China Internet Data Platform, by 2020, the scale of China's social e-commerce market will break through trillions. In the face of such rapid

growth and huge future potential of the e-commerce model, although it has been widely used by various e-commerce platforms, due to the pace of development is too large, there are also various problems in the process, which need to be solved urgently.

Therefore, although China's e-commerce marketing development speed is fast, but the hidden problems deserve our attention and further study, especially for the choice of e-commerce marketing mode, should be more careful. The choice of e-commerce platforms for their own marketing mode is based on the analysis of consumer psychology, which requires e-commerce businesses to focus on the in-depth needs of consumer psychology and make full use of them. The purpose of this study is to analyze the e-commerce marketing model from the perspective of consumer psychology and give optimization measures.

Subjects and methods: This study analyzes the types of online consumer psychology from the perspective of consumer psychology, and optimizes the e-commerce marketing model according to the consumer psychology. Network consumption psychology is divided into the following aspects.

First of all, personalized network consumption psychology. Compared with the traditional sales model, the advantage of online sales lies in the consumer as the fundamental orientation. Consumers have certain freedom and choice space. As a sales channel with rapid information transmission and low cost, network marketing can provide a variety of services according to the individual needs of consumers.

Secondly, "childlike" consumer psychology. The main body of network consumption is those who pursue personalized consumption group, they flout themselves, do as they like, hoping to fully reflect their own value in the process of consumption. From the level of enterprises, in the development of network marketing to accurately grasp the psychological characteristics of consumers, develop the corresponding marketing strategy, this is the current network sales can be used in marketing.

Finally, hope to get rid of passive shopping. At present, the consumption concept of consumers is changing constantly. Not only the use value of goods, but also the spiritual pursuit, in other words, the pursuit of spiritual pleasure. Various emotional experiences have gradually merged into a new demand. Therefore, consumers want to be able to shop without outside interference, especially in a noisy environment and under the condition of being influenced by others' shopping. But in the real world, shopping is usually influenced by a confluence of factors. Whether it is the shopping environment, the surrounding crowd and the attitude of the waiter, will have an impact on consumers' shopping psychology and commodity selection.

Study design: For this reason, 100 people aged 12-18, 19-25, 26-30, 31-40 and 41-50 are selected in this paper to calculate the effect of e-commerce marketing model of consumers of different ages from the perspective of consumer psychology.

Methods of statistical analysis: Under the background of the Internet era, consumers' consumption psychology has certain characteristics, so businesses need to change the traditional sales model and build a new sales strategy model of consumer psychology to meet the needs of consumers under the background of the Internet.

(1) Optimize service experience.

Businesses at the time of selling goods, need to give full consideration to consumers is difficult to come into contact with the actual situation of the goods, in the process of network goods marketing, should start from the demands of consumers, the use of network to introduce the advantages and disadvantages of commodities as well as the performance, at the same time for commodity itself in the process of using new timely delivery to customers, enabling consumers to feel full respect, so as to form positive emotional experience.

(2) Improve after-sales service.

Merchants should not only pay attention to the shopping experience when shopping, but also need to improve the after-sales service mechanism after the consumption. As consumer activity came to an end, consumers still can feel from the merchant's considerate service, making customers whether shopping online or offline shopping can get the same after-sale service, only in this way can be offset when consumers to purchase goods produced, fully stimulate consumer goods purchase desire. At the same time, improving the after-sales service system is an important measure for businesses to gain repeat customers.

(3) Improve transaction security.

The key factor affecting online consumption is that consumers have certain doubts about the security of consumption, which will have a direct impact on merchants' trust. Therefore, merchants need to enhance transaction security.

(4) Pay attention to the individual needs of consumers.

Some consumers choose the cause of the network consumption is to show individual needs, which requires between consumers and businesses to build up communication form of "one to one", according to the diversification of consumer needs, and different characteristics, using the matching service, to meet consumer demand diversity, enables the consumer to feel the full recognition and respect.

Results: SPSS statistical software package was used to establish the research database. By comparing the purchasing ability of consumers before and after the optimization strategy, the author analyzes the e-commerce marketing model from the perspective of consumer psychology.

Table 1. Consumer annual purchasing power.

Age /annum	Annual purchasing power of consumers /(yuan)	
	Before the optimization of e-commerce model	The e-commerce model is optimized
12-18	3123	5742
19-25	24356	42511
26-30	34522	53421
31-40	43136	67542
41-50	76853	97864
Mean value	36389	53416

Comparison of Table 1 shows that people of different ages have different purchasing power. For those aged between 19 and 25, the annual purchasing power of consumers before the optimization of the e-commerce model is 3,123 yuan, and after the optimization of the e-commerce model, the annual purchasing power of consumers is 5,742 yuan. For those aged between 26 and 30, the annual purchasing power of consumers before the optimization of the e-commerce model is 34,522 yuan, and after the optimization of the e-commerce model, it is 53,421 yuan. It proves that the method in this paper can effectively improve consumers' annual purchasing power, and verifies the effectiveness of e-commerce marketing model optimization from the perspective of consumer psychology.

Conclusions: With the rapid development of network technology, the relationship between businesses and consumers has changed, and it also has a certain impact on consumers' consumption psychology. Therefore, the traditional marketing model for physical stores cannot meet the requirements of commodity marketing in the Internet era. Therefore, merchants need to constantly update the marketing model according to the changing characteristics of consumers' psychology, so that the newly constructed network marketing model can better meet the systematic and diversified needs of consumers. In a word, building a marketing model that matches the Internet era can not only enable businesses to be in an invincible position in the market competition, but also provide necessary channels for businesses to enhance their brand influence.

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INFLUENCE OF COGNITIVE PSYCHOLOGY ON THE STABILITY OF AGRICULTURAL SUPPLY CHAIN

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Background: With the development of new rural areas in China, the supply chain is a network chain system composed of farmers (producers of agricultural products), purchasing and processing enterprises and distribution enterprises of agricultural products, retailers and logistics distribution industry. The modern agricultural product supply chain model is a strategic alliance composed of agricultural product producers, agricultural products (food) processors, food distributors, retailers, consumers and other partners, which is market-oriented and consumer-oriented. Its core lies in providing customers with maximum value and best service at the minimum cost through close cooperation among supply chain members, thus improving the operation efficiency and economic benefit of the whole supply chain. And through a certain benefit

distribution mechanism, the economic benefits of all members of the supply chain are improved.

Interest distribution is the fundamental basis for the stability of the supply chain, but also influenced by cognitive psychology, cognitive psychology plays a role through interest distribution, interest distribution affects cognitive psychology, and their interaction affects the stability of the supply chain. But the study of cognitive psychological factors into the stability of agricultural products supply chain is still blank. In view of this, this paper draws cognitive psychology to the model of interest distribution of agricultural supply chain, and discusses the stability of secondary agricultural supply chain of "cooperative organization-leading enterprise" under Stackelberg equilibrium, Nash equilibrium and Pareto equilibrium.

Subjects and methods: This paper discusses the supply chain stability of secondary agricultural products based on asymmetric information. The research shows that in addition to the hard mechanism of interest factors affecting the supply chain stability, the psychological expectation soft mechanism of agricultural supply chain members to the objective natural state will also affect the supply chain stability. Asymmetric information, only under Nash equilibrium psychological expectations will not affect the stability of agricultural supply chain. Under the equilibrium of stackelberg and Pareto, the change of psychological expectation will affect the stability of agricultural product supply chain. Therefore, leading agricultural enterprises and agricultural cooperation organizations should strengthen communication and strengthen the establishment of trust mechanism on the basis of fair distribution of benefits. To promote the stable development of agricultural supply chain.

Study design: The stability of agricultural supply chain as a result of multifactor effect. Obviously, Different factors influence on the stability of agricultural supply chain relationship, and structural equation model is a hypothesis test of multiple dependent variables, Multiple factor variables can be considered and processed simultaneously, and has the characteristics of intolerance and large flexibility, Advantages in revealing variable action (or effect) relationships and degree of influence. Therefore, the structural equation model can verify the influence of the variables and identify the key factors, clarifying the influence on the stability of the agricultural supply chain relationship and identifying the key influencing factors. It is studied from model construction, data collection, sample analysis and model fitness test respectively.

Methods: In order to ensure the reliability and validity of the test conclusions. Before statistical analysis, the reliability of the questionnaire needs to be analyzed. By using the commonly used Clone Bach coefficient method, the AI Pha coefficient is 0.716 (between 0.6 and 0.8), which indicates that the reliability of the scale is acceptable. In addition, it is also necessary to reduce the dimension of the data. In this paper, factor analysis method (that is, a multivariate statistical analysis method classifies some variables with complex relationships into a few independent new comprehensive factors) is used to reflect the basic structure and main information of the data by a few independent non-observable variables.

Using SPSS17.0 to standardize the data and analyze the factors, the KMO value is 0.563 (between 0.5 and 0.7), which indicates that factor analysis can be carried out.

Results: This paper selects two absolute fitness indicators: GFI and AGFI, its values are between tables 10 and 1, the larger the value (closer to 1), the better the fit, that is, the higher the fitness. CFI index reflects the quantity of the degree of difference between the hypothetical model and the independent model without any covariation, A value between 0 and l. The larger the value (closer to 1), the better the fit, that is, the higher the fitness. PGFI is the abbreviation of the parsimony fitness index, its value is generally 0.5 as the lowest threshold. The experimental results are shown in Figure 1.
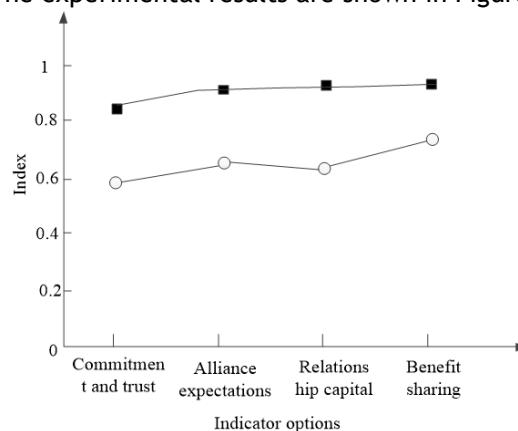
Figure 1. Grabble diagram.

As shown in Figure 1. Commitment and trust, alliance expectation, relationship capital and interest sharing slope are large, so all main factors, the 8 variables of (participation) factor analysis are more

common (all greater than 0.8), indicating that most of the information of the eight variables can be advanced by the factor, that is to say, the results of this factor analysis are effective.

Conclusions: Each hypothesis is verified and analyzed by structural equation and factor analysis. The results show that commitment and trust, alliance expectation, relationship capital, benefit sharing and market structure, market competition, policies and regulations are closely related to the stability of agricultural products supply chain. Compared with the pre-assumption model, the final model is basically consistent with the expected path relationship between the other elements except that the relationship between technical support and agricultural product supply chain stability path relationship is not significant and commitment and trust, alliance expectations, relationship capital, benefit sharing have reached a very significant level.

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EFFECT OF POSITIVE PSYCHOLOGY COUNSELING ON ALLEVIATING THE STUDY PRESSURE OF COLLEGE STUDENTS

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Background: Nowadays, under the pressure of a long-term academic burden, college students have great study pressure, which leads to a mental state of exhaustion, apathy and a low sense of achievement. Study pressure exists widely in the learning process of college students. In severe cases, it will also be accompanied by emotional exhaustion, sleep disorders, interpersonal withdrawal, Internet addiction and other psychological disorders. Learning pressure will not only lead to the decline of students' learning efficiency, the breeding of weariness, the decline of self-efficacy and other problems, but also have a negative effect on the personality growth and self-evaluation of college students can not be ignored.

In the process of human evolution, there are a large number of "positive genes", so people are born with positive psychological potential. At the same time, the experiment of clinical psychology and management proves that positive psychological counseling can also effectively relieve the study pressure of college students and help them improve their psychological quality and life quality.

Objective: In the case of study pressure, college students can take the initiative to seek help. To conduct self-counseling through self-study of positive psychology or to seek positive psychological counseling from counselors. These positive hints will promote college students to have better self-evaluation, thereby reducing learning pressure, forming a good self-concept and correct values, forming a virtuous cycle. Therefore, positive psychology plays a crucial role in alleviating the study pressure of college students. It can encourage college students to clarify their learning goals, adjust their cognition and treat learning problems with rational thinking.

Subjects and methods: Positive psychology can effectively alleviate college students' study pressure, help college students practice correct study view and knowledge subject status, and improve their comprehensive application ability. Optimistic attitude, self-control ability, perseverance and other positive forces are the core elements to resist the pressure of learning. This article mainly carries on the investigation analysis of positive psychological tutoring regarding improves university students' point of view, control ability, the three aspects of influence. Through the way of sending out questionnaires, statistical analysis of positive psychology to alleviate college students' learning pressure.

Study design: Stratified cluster random sampling method was used to investigate 500 college students in our city. Random sampling of the city's 3 universities, each grade randomly selected 1 major, a total of 12 professional students to carry out a questionnaire survey, a total of 500 473 recovered, the number of effective copies 457.

Methods: Statistical analysis of positive psychology counseling on the study pressure relief of college students in our city using Excel.

Results: The positive psychological counseling plays an important role in alleviating the study pressure of college students. After the positive psychological counseling, the study anxiety of college students has a significant downward trend, and they have a good positive learning mentality and the consciousness of facing setbacks.

The survey results, using a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said influence, 3 said obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 500 college students take average, calculated results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. The influence of positive psychological counseling on alleviating the study pressure of college students.

Factors	Optimism	Ability to control	Tenacity
A university	4	3	3
B university	4	3	4
C university	3	4	4

Conclusions: The most important social support groups for college students are teachers and parents. They subjectively feel that the teachers' unconditional support, understanding, appreciation, love and other emotional experiences are very helpful to relieve the study pressure. The "Pygmalion Effect" in psychology proves that the expectation and evaluation of educators on students will directly affect the physical and mental development of students. Positive psychological guidance can reduce college students' anxiety and pressure on learning, improve their learning motivation, identify the norms and requirements of learning, explore positive factors to take the initiative to learn and overcome difficulties. At the same time, when college students encounter learning pressure problems, they will also use a positive way to vent, correct attribution, take the initiative to ask for help, seek psychological balance and other methods. It is also very important to consciously play the role of social positive support.

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ROLE OF SOCIAL PSYCHOLOGY IN HUMAN RESOURCE MANAGEMENT

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Background: The development of modern productivity, more and more advanced science and technology, more and more sophisticated divisions of labor, more and more professional level, the degree of organization is increasingly complex. Under such circumstances, how to effectively manage the organization, mobilize people's enthusiasm, coordinate the activities among the members of the organization, to achieve the desired objectives of the organization, more and more business managers. Therefore, in the process of modern enterprise management, more and more people use the knowledge and principles of social psychology to fully integrate the human resources of enterprises.

With the rapid development of science and technology in modern society, personal factors are particularly prominent. How to do well in the development of human resources has become the most important issue in the world competition. How to improve the theoretical basis of human resources development and its management countermeasures has also become one of the major issues of psychological science and management science research. In addition, the rapid progress of science and technology and frequent social changes make the development of management science itself also require psychological research to provide people with the impetus to adapt to these advances and changes, which requires us to study human resource management psychology from a new perspective. The emergence of positive psychology provides managers with a tool to solve the above problems by applying the principles of positive psychology to the development of human resources.

Objective: In the normal operation of enterprises, it is necessary to carry out scientific and effective management of internal staff in order to ensure that enterprises always maintain positive vitality. In human resources management, the method has the multiplicity, the multiplicity. According to the current situation of their own development, enterprises should formulate characteristic management guidelines. With the development of market economy, social psychology is widely used in talent management, and plays an irreplaceable role.

Subjects and methods: It is found that the employees who receive positive psychological cues will be more positive and active in their work performance, and their own abilities will be improved. Thus, in the enterprise human resources management process needs to pay attention to the use of social psychology, especially positive psychology. Positive psychology plays a vital role in the development and management of human resources. Based on the four factors of positive psychology, this paper mainly from the positive psychology of work emotion, personality characteristics, health state, work experience four aspects of research. Six large, medium and small enterprises in the city were chosen as the subjects of the study, and questionnaires were distributed to their employees to calculate their work efficiency and impact on enterprise development under different positive mental states.

Study design: A total of 500 employees from six companies were asked to complete the questionnaire at one time. The time for each person to complete the questionnaire was about 15 to 20 minutes. A total of 500 issued, 490 recovered, the number of effective copies of 479.

Methods: Using Excel to Count the Employee's Development in Different Positive Mental State

Results: Employees in different positive attitude will enhance the overall development of the company's capacity. In terms of human resources management, the more positive psychological construction of employees, the greater the effectiveness. Employees' positive work mood, experience, personal health and personality all play a decisive role in the development of the enterprise.

In this survey, the influence value of specific factors is 0-4, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 500 employees shall be rounded off and the result shall be determined by means of average. The specific statistical table is shown in Table 1.

Table 1. Influence of Different Positive Psychology of Employees on Enterprise Development.

Factor	Work Enthusiasm	Personality Trait	Health State	Work Experience
Large Enterprises	4	4	3	3
Medium-sized Enterprise	4	3	3	4
Small Enterprise	4	3	3	4

Conclusions: In the process of industrialization to modernization, the role of people is more and more important, so how to know a person, how to maximize the ability of a person, managers should constantly think. People-centered and application-oriented social psychology research provides extensive and scientific theoretical support for managers to realize the optimal management of employees. Therefore, managers should be fully aware of the importance of social psychology for human resources management, and continue to choose the appropriate social psychology results to maintain and innovate.

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PSYCHOLOGICAL INCENTIVE METHOD OF IMPROVING EMPLOYEE MOTIVATION UNDER THE BACKGROUND OF MODERN ENTERPRISE MANAGEMENT

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Background: Along with the development of the social economies, the environment of market economic enterprise structure constantly adjusts and changes, contemporary society. Human resources have become an important subject of enterprise development, the innovation of information technology and change is at an unprecedented rate changing the structure of the organization, the competition between the enterprises in the final analysis is the talent competition. In the process of development, the enterprise is always committed to motivating the maximum potential of employees and realizing the reasonable allocation of resources in all aspects of enterprise operation and management. To give full play to the role of employees

in the process of organization operation, it is necessary to implement the assistance of positive psychological incentive policies and methods under the people-oriented management concept, so as to realize the reasonable allocation of talents and ultimately improve the operation efficiency of enterprises. In the process of employees' work, the positive psychological incentive method can fully stimulate the potential of employees, make them take the initiative to undertake work responsibility, and realize the pursuit of the value of a happy life.

Objective: In modern enterprise management, the most common indicator to measure the development level of an enterprise is whether the enterprise is full of vitality and whether the employees in the enterprise are in a state of constant development. The development of an enterprise cannot be separated from the platform of market economy, and the establishment of a harmonious modern enterprise must realize the vitality of enterprise operation and the driving force of continuous development, and maintain the core competitiveness of the company. That is to say, the positive psychological incentive policy is an essential link in the process of enterprise development. Enterprises must adhere to the use of positive psychological incentive method to promote corporate system innovation, eliminate all possible obstacles to the benign operation and development of enterprises and bottlenecks. Eliminate the enterprise management obstacles that may restrain employees' creativity and enthusiasm, strive to establish and perfect the positive psychological incentive system suitable for the development of the enterprise, and create a harmonious and positive atmosphere in the enterprise management.

Subjects and methods: In the process of working in the enterprise, the performance of the employees with positive emotions is 88 percent higher than that of the employees with negative emotions. It can be seen that the positive psychological state of employees plays a positive role in improving the production efficiency of enterprises and helping enterprises to organize production with better performance. Based on the three factors of positive psychological incentive method, this paper mainly discusses three aspects of positive emotional experience, positive personality and construction of a positive working environment. Three large, medium and small enterprises in this city were selected as the research objects. Questionnaires were sent to their employees to analyze the influence of different factors on their positive psychology.

Study design: The questionnaire was distributed to 300 employees, and 100 employees of the three companies were selected for the test. The questionnaire was required to be completed at one time, and it took about 10-20min for each person to fill in the questionnaire. A total of 300 copies were issued and 289 copies were recovered, leaving 284 copies valid.

Methods: Excel was used to analyze the influence of different factors on the positive psychology of employees.

Results: The positive emotional experience of employees is not only about what to do and how much money to earn, but also about the realization of self-worth and the sense of happiness gained from work. Each employee has his own understanding of the position of work. They associate work with social value. Once they feel the bottleneck of promotion subjectively, they will have negative emotions, which has the greatest impact on the psychological state of employees. However, in the aspects of personality construction and working environment, it has little influence on the positive psychology of enterprise employees.

The survey results use a scale of 0-4 quantitative value of the influence of specific factors, five grade 0, 1, slightly 2 said influence, 3 say, obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take each company's 100 employees take average, calculated results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. The influence of different factors on positive psychology of employees.

Factors	Emotional Experience	Personality Construct	Work Environment
A Enterprise	4	3	3
B Enterprise	4	3	2
C Enterprise	4	2	3

Conclusions: To sum up, the positive psychological incentive method advocates enterprise managers to take employees as the management center and make employees gain positive emotional experience from work by affirming them and cultivating their positive psychological qualities. Enterprise positive psychological incentive method is the current market economy. Enterprise management has attracted attention because of a kind of management method, both intrinsic motivation and extrinsic motivation. Its starting point and the foothold is to motivate employees, improve their work performance, cultivate the ability to work, improve enterprise's core competitiveness. Therefore, in the process of developing positive psychological incentive policies, enterprises should not only balance the forms of expression, but also

consider the rationality and comprehensiveness of incentives, so as to ensure the fairness and openness of incentives. Only in this way can the continuity and effectiveness of incentives be maintained. Finally, through the implementation of the positive psychology incentive method, we realize the innovation of enterprise management features, improve the organization of the process flow, increase the profit of the enterprise management, broaden the employee career development space, improve staff work enthusiasm and initiative, strengthen employee self management ability, enhance employee contribution to the enterprise, eventually make the enterprise gain greater success.

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AUDIENCE PSYCHOLOGY AND MEDIA GUIDANCE IN SOCIAL MEDIA ENVIRONMENT

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Background: With the vigorous development of social media, online news communication is showing a new development trend. And the audience of online news communication is also changing, there is a new trend. Macroscopically, news communication may have a positive or negative impact on audience psychology. The nature of social problems, the cognitive level of the audience and the speech atmosphere in the environment of public opinion will affect the audience's understanding of social problems. When the audience is facing social problems, they often form two kinds of psychological reactions: one is driven by the homeopathy, that is, the desire to understand the society, and the hope that the media can give full play to its role of monitoring the environment; the other is an adverse repulsive reaction, namely, the exposure and analysis of the "problem" of the news media, the formation of reverse psychology, the worry about the social situation, and the doubt about the government's ability to solve social problems. Although the audience's media literacy is improving day by day, their ability to identify and evaluate problems is gradually increasing, it should be admitted that it is difficult for the audience's ideology to present a consistent structure, which contains emotional involvement and irrational elements. Therefore, the media should have a clear understanding of the social dilemma, adjust the appropriate posture to guide social psychology, and build a platform for social culture and social cognition.

Subjects and methods: This study selects a number of institutions of higher learning and social enterprises, aged between 20 and 60 years old, involving management, economics, agriculture, language, journalism, education, administration, sociology, medicine, computer, architecture and other professional or enterprise technology directions. Totally 600 questionnaires were sent out, 587 were collected. Excluding the unqualified ones, 552 were valid, with a response rate of 97.8% and an effective rate of 92%. Collect and sort out the questionnaires and establish database. After all the questionnaires are collected, the unqualified questionnaires, the incomplete questionnaires and the two unqualified questionnaires with the same answers are eliminated, and the original questionnaires can be found at any time. Then, the contents of the questionnaires are coded and the database is established by SPSS15.0 statistical software package. The reliability and validity of the questionnaire were tested. After verifying all the data in the database, factor analysis and correlation analysis were carried out to test the reliability and validity of the questionnaire. Carries on each statistical analysis separately to the investigation result, and carries on the explanation.

Results: Based on the questionnaire survey, most of the participants indicated that there were problems in news communication that affected the psychological acceptance of the audience (Figure 1) when there were problems in news communication.

Reporting structure imbalance Reported Structural Unbalance.

(1) In the early news reports, there were such biases as paying too much attention to the achievements and neglecting the "problems", believing that exposing the problems was tantamount to exposing the "dark side" of the society, and was tantamount to denying the good situation, causing the public to have an incomplete understanding of the society and not paying enough attention to the existing problems. But through the research, it is found that the current situation of news communication is still insufficient in the total amount of public opinions, the attention to the "problems" is insufficient, the attention of the society is insufficient, and the proportion of reports reflecting the "problems" and "situations" is relatively large.

(2) Inadequate understanding of social problems and lack of early-warning ability

Social problems are the result of the imbalance of social relations, the result of the gradual weakening, alienation and anomie of social control, as well as the result of the long-term accumulation of negative energy. But sometimes it is difficult for the media to understand "in place", or even understand the

"absence", so there is a tendency to look at the problem simply. The solution of social problems is not achieved overnight, which needs the long-term concern of the whole society and the long-term and constant supervision of public opinion of the media. The obvious problems of our media in news communication are following the market, drifting with the tide, lack of deep discrimination and analysis of the problems, and lack of attention to social psychology.

(3) Preconceived notions influence interpretative impartiality, and discourse official influences audience acceptance psychology.

The proliferation of utilitarian plots in the news media has led to a lack of investigation and research, a lack of work style of folk interviews, a lack of awareness of issues, and a lack of understanding and acceptance of issues by the public, which is greatly affected by the lack of comprehensive understanding of issues, as a result of the lack of investigation and research and the lack of work style of folk interviews, as well as the frequent use of official and semi- official sources of information to keep abreast with strong groups.

Based on the above investigation, this paper puts forward the audience psychology and the media guiding strategy of news communication.

(1) Further expand the depth and breadth of reporting and ensure objective and comprehensive reporting.

(2) Create public spaces to encourage audience participation in the expression and dissemination of opinions.

(3) Standardize the dissemination of discourse and reasonably guide the audience.

(4) Carry forward social justice and increase humanistic care.
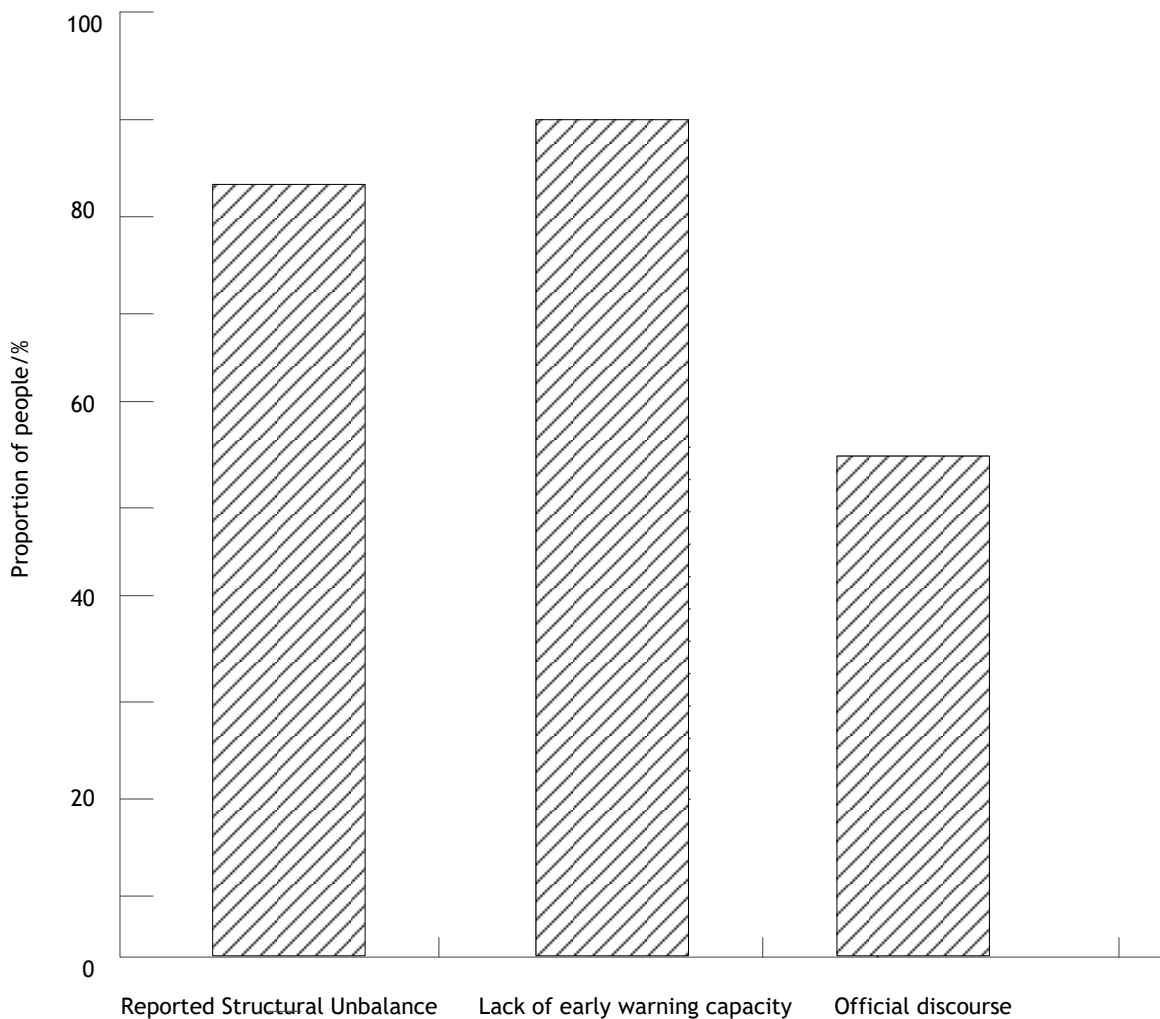
Statistics on the current problems in news communication

Figure 1. Statistics of current problems in news communication.

Conclusions: In the social media environment, the media should pay close attention to how to grasp the scale of news communication and how to guide the social psychology, which needs the media to keep up with the times.

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INFLUENCING FACTORS OF RURAL TEACHERS' OVERALL SALARY PSYCHOLOGY AND SATISFACTION

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Background: In the process of school development, teachers are the core pillars of the school's steady progress. They are vital to the teaching of students and the future of the school. The satisfaction of teachers with their own work greatly affects the enthusiasm of teachers in their work, and is directly related to the quality of serving students. In the daily work management of the school, managers can make systematic adjustments to teachers' work in a timely manner by understanding teachers' job satisfaction. Teacher job satisfaction is of great significance in the school management system. It can not only be used as an important indicator of the principal's management effectiveness, but also provide an important scientific basis for the school's management decision-making. Teacher job satisfaction refers to teachers' overall, subjective emotional self-feelings and work views of their jobs and occupations, as well as working conditions and conditions. Teacher job satisfaction affects the overall education and teaching quality and efficiency of the school by influencing teachers' work enthusiasm. Moreover, it will also restrict the development of teachers' mental health, which will have negative effects on both teachers and students. Analyzing and researching teachers' job satisfaction can help us comprehensively understand and carefully grasp the overall job satisfaction and side job satisfaction of teachers, so as to improve teachers' working conditions, improve teachers' teaching levels, and improve teachers' psychological status, thereby improving the school's performance. The daily management efficiency and the quality of education and teaching provide a scientific basis for the school's future teaching work and direction.

Objective: Under the targeted poverty alleviation policy, my country's educational resources are gradually tilted towards the countryside. Rural education is an important part of my country's basic education. So far, its relatively backward situation has not been fundamentally reversed. The gap between urban and rural education is still relatively obvious, and some backward rural areas have more prominent problems in terms of teachers. The development of rural education needs to inject a lot of fresh blood, high-quality teachers are needed to help rural students, and they are committed to improving the status quo of rural teaching. The development of rural education is inseparable from the stability and quality improvement of the teacher team. The job satisfaction of rural teachers is an important factor affecting the quality of rural teacher education and teaching. As a result, the study of factors affecting rural teachers' overall salary psychology and satisfaction is expected to provide a certain reference for improving the quality of rural teaching.

Subjects and methods: Fifty rural teachers from a certain city were randomly selected for interviews, which lasted 40-60 minutes. Randomly select 200 rural teachers in a certain city and conduct a questionnaire survey on them. They are required to complete the questionnaire at one time. The time for answering the questionnaire is limited to 60 minutes.

Study design: According to the theory of teacher job satisfaction, combined with interviews with rural teachers, the dimensions of teacher job satisfaction are proposed, including three dimensions of professional identity, work environment and self-development, and a preliminary questionnaire is prepared. The questionnaire items are all in the form of a Likert five-point scale. From completely disapproving to completely agreeing with positive scoring. Then it solicits the opinions of relevant experts and selects three rural schools to make predictions. Based on the expert opinions and prediction results, the questionnaire is revised, and a formal questionnaire including 10 items is finally formed.

Methods: Use SPSS20.0 software to process and analyze the data.

Results: The statistical results obtained are shown in Table 1. After the specific analysis of each question, it is found that teachers have the highest degree of recognition for "I know the direction and goal of my work", "I feel that I am changing and becoming more and more mature", and the lowest degree of

recognition for "I am satisfied with the promotion system of my unit", and "I feel that teachers' social status is being improved", the mean values were 3.32 and 3.27, respectively. The results showed that rural teachers were more satisfied with self-development, but least satisfied with career promotion system and social status.

Table 1. Statistical results of job satisfaction of rural teachers.

Dimension	Mean	Standard deviation
Professional identity	3.28	0.91
Working environment	3.34	0.89
Self-development	3.97	0.64
Overall	3.54	0.65

The research results show that there are significant differences in job satisfaction among teachers with different educational backgrounds. The total scores are from low to high in order of undergraduate and above, junior college, technical secondary school and below, indicating that the higher the teacher's educational background, the lower the degree of job satisfaction. Further analysis of the differences in their respective dimensions, it is found that there are significant differences in professional identity, work environment and self-development satisfaction. And the higher the educational background, the lower the degree of satisfaction. The results are shown in Table 2.

Table 2. Statistical results of job satisfaction of rural teachers with different educational backgrounds.

Dimension	Bachelor degree and above	Junior college	Technical secondary school and below
Professional identity	3.52/0.92	3.74/0.93	3.89/0.87
working environment	3.49/0.89	3.64/0.91	3.98/0.75
Self-development	3.98/0.75	4.11/0.71	4.32/0.72
overall	3.64/0.75	3.76/0.71	4.02/0.69

Conclusions: By investigating and analyzing the overall status and individual differences of rural teachers' job satisfaction, we have investigated the degree of satisfaction and professional recognition of rural teachers in different regions. The survey results show that rural teachers are more satisfied with their self-development, but they have different degrees of opinions on professional identity and working environment. Teachers' knowledge of their own profession determines their mental state, work state and professional state, and affects the level and effect of teaching and educating people. Therefore, in the development of education and teaching, schools need to strengthen the professional identity of rural teachers. In cultivating teachers' professional identity, in addition to teachers' own professional ideals and love for education, the whole society also needs to create a good atmosphere of caring and supporting rural teachers and rural education, and give more spiritual rewards.

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INFLUENCE OF INDIVIDUAL PSYCHOLOGICAL DIFFERENCES ON THE SUPERVISION BEHAVIOR OF PPP PROJECTS

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Background: With the development of project financing technology, the PPP model has become the investment and financing method widely adopted by governments of various countries in the construction of public projects. However, some unethical behaviors of participants in the bidding activities caused the actual completion cost of the project to be much higher than the planned completion cost, which made project supervision a crucial factor affecting the quality of project completion. Use the evolutionary game method to analyze the behavior of stakeholders in the process of PPP project bidding and implementation, and put forward relevant suggestions. Although researchers have long realized the importance of individual

differences in project supervision, there has been little research on the role and status of individual differences in the dynamic development of project supervision. Therefore, with the help of evolutionary game theory, this paper studies the impact of psychological differences on the supervision behavior of PPP projects.

Objective: Based on the rich achievements of the existing research, the research on the influence of individual differences on the supervision behavior of PPP project is not only to recognize the negative results of individual psychology in PPP projects, to avoid the adverse effects and losses caused by individual psychological differences, but also to find ways to avoid the adverse effects and losses that may be caused by them.

Subjects and methods: Individual psychological difference is an important factor affecting employees' work behavior and attitude, which in turn affects the supervision behavior of PPP projects. Drawing on the previous research results of individual psychological differences, this paper introduces it into the field of PPP projects. The participants are the core stakeholders of PPP projects, namely the government and the private sector.

Study design: The theory of social cognition explains the main reasons for the differences between individuals. The theory believes that the main reason for the different perspectives of individuals to understand the world is the differences in the cognitive ability and experience of individuals. The law of personality difference has obvious significance for management. The core of management activity is the management of people. The difference of personality is the core difference between people. In order to understand the difference of people scientifically and make use of it in management activities, must follow the basic characteristics and rules of personality difference.

Methods: In the complex environment, the bidding activities of PPP projects are affected by many factors. In order to facilitate the research, the following assumptions are made: (1) The government and the bidders are rational; (2) Information asymmetry among players in the game; (3) In the process of game between the two sides, the strategy set of the bidder's behavior is {supervision, no supervision}, while the strategy set of the bidder is {effort, no effort}. Suppose that the benefit obtained by the tenderer from the hard work of the supervisor is A, and the benefit obtained by the supervisor when the supervisor does not work hard is B; regardless of whether the winning bidder works hard or not, the main benefit is the salary K stipulated in the contract. If he works hard, the winning bidder receives some rewards Q, not working hard may be punished P, but additional benefits E can be obtained; the supervision cost of the tenderee is C_i, and the cost of hard work of the winning bidder is C_j.

Results: The game phase diagram between the tenderer and the supervisor is shown in Figure 1.
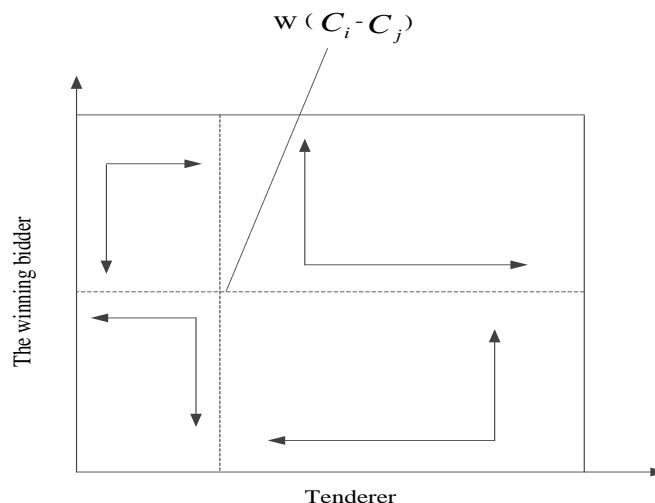
Figure 1. The game phase diagram between the tenderer and the supervisor.

Employees have the same components, such as basic salary and welfare guarantee, reasonable promotion within the organization, harmonious working environment and conditions, establishment and maintenance of the organization's image, recognition of the organization's culture, and commitment to long-term service for the organization, etc. There are also components that may cause differences due to individual differences, such as authorization, trust and communication and attention, recognition of special job performance, and focus on one's own career. This requires the managers of the organization to have the awareness, strategies, plans and actions for differential management, and to manage the members of the

organization (mainly to meet the main psychological needs of different employees) under the principle of "face to the general and individual". In order to reduce the probability that employees perceive psychological contract violation.

Conclusions: Based on the individual psychological differences between the bidder and the supervisor, this paper introduces the evolutionary game theory to analyze the impact of individual psychological differences on the supervision behavior of PPP project in PPP project management, so as to provide a new idea for studying the impact on PPP project management from the perspective of psychological contract, And put forward targeted suggestions and countermeasures for improving project management in PPP practice.

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APPLICATION OF ENVIRONMENTAL PSYCHOLOGY IN INTERIOR DESIGN

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Background: As an emerging discipline, interior design uses material technology and economic capabilities to provide people with a beautiful, safe and comfortable environment that fully meets people's material and spiritual needs. In recent years, environmental psychology has been gradually applied in interior design, providing theoretical guidance for the application of modern interior design. Environmental psychology is a discipline that studies the relationship between the environment and human behavior. It focuses on the optimization of people and the environment from the perspective of psychology and behavior. The designer scientifically grasps the various elements of the indoor environment, and fully considers the influence of human psychology and behavior on the interior space design, so as to improve the quality of life.

Objective: From the perspective of environmental psychology, will discuss how environmental psychology can be effectively used in interior design, in order to achieve the optimization of people and the environment.

Subjects and methods: Taking the 145 m^2 private residence in a closed community as an example, this residence takes the entrance garden as the hall, which is a transition from the outdoor to the indoor space. As soon as people enter the door, a large area of floor glass windows on the opposite side lead the outdoor bamboo forest into the interior. The two horizontal grid doors on the side of the indoor log grid naturally guide people's vision to the guests and restaurants.

The systematic analysis method uses two methods of observation and interview, relying on the research results and methods of behavioral architecture, science, place spirit theory and other fields, combined with the characteristics of the user's behavior in the indoor space, to conduct a comprehensive analysis.

Study design: The indoor environment is designed mainly from three aspects: sense of space, sense of comfort and sense of security. The specific design plan is as follows:

(1) The sense of space on the optical illusion.

The size of the crowded space is objective. From a psychological point of view, crowded space is always unpleasant. Hall divides the distance of interpersonal communication into 4 types: close-to-weal distance, 0-0.5 meters, such as the distance between lovers; personal distance, 0.5-1.2 meters, such as the distance between friends; social distance, 1.2-2 meters, such as the distance between people in a meeting; public distance, 4.5-7.5 meters feet, such as the distance between the speaker and the audience. Although people are usually not aware of this, they often follow these unwritten rules in behavior. Breaking these rules often causes resentment. Therefore, when designing the existing space environment, the optical illusion phenomenon in psychology can be used to make the small room look very large, and the low roof looks taller, so that people will have a corresponding sense of space in their hearts.

(2) Comfort in color.

Color is an important part of the environment. The change of color can make people feel cold and warm and a certain sense of comfort, and make people feel more relaxed. For example: The children's room should show the warmth and mutual encouragement between family members, and the environment where each other can feel very relaxed. The children's space is designed to be colorful, not only suitable for

children's innocence, but also bright colors will be filled with hope and vitality. For children with weak personality and too introverted, it is advisable to use contrasting colors to stimulate nerve development. For children who are too irritable, elegant colors can help shape a healthy state of mind.

(3) A sense of security in the layout.

From the psychological perspective, it is not that the more open, the wider the better, the arrangement of furniture can make people feel open or squeezed, and the arrangement of furniture also affects interpersonal communication. For example, the arrangement of sofas in the living room will also affect the relationship between people. The "U" shape arrangement is conducive to conversation, the "one" shape arrangement reduces the effect of communication, and the "C" arrangement creates a sense of security. Different settings will affect the emotional exchange and communication between family members and between the subject and the guest.

Methods: Using methods such as field surveys, observation of behavior characteristics, and interview forms, the user's needs are analyzed, key factors are extracted, and the questionnaire form is finally determined. In the questionnaire answer design, the respondents' satisfaction with each space is divided into five evaluation criteria: very dissatisfied, less satisfied, general, relatively satisfied, and very satisfied. Their corresponding order scales are 1, 2, and 3, 4, 5, 1 is very dissatisfied with the lowest score, 5 is very satisfied with the highest score.

Results: Compare the satisfaction levels of the respondents before and after the application of environmental psychology in interior design. The results are shown in Table 1.

Table 1. Comparison of satisfaction levels.

Indoor area	Before application	After application
Porch	2	5
Master bedroom	2	4.5
Second bedroom	1	5
Bathroom	3	4.5
Children's room	2	5
Living room	1.5	5
Kitchen	2.5	4

Analyzing the results in Table 1, it can be seen that after applying environmental psychology to interior design, the respondents' satisfaction with various indoor spaces is higher than before applying environmental psychology to interior design. Among them, the entrance, second bedroom, and children's room and the living room has reached the highest level, which shows that the scientific and reasonable use of environmental psychology can not only create a wonderful atmosphere, but also enhance the overall decorative effect of the interior.

Conclusions: Environmental impact is not a decisive factor, but it is subtle. In fact, a good interior design must take environmental psychology as the starting point to reflect the human-oriented design concept in a true sense. Designers should pay attention to the psychological characteristics and behaviors of people when designing the interior environment.

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PSYCHOLOGICAL DISPLAY OF COLOR VISION IN FLASH ANIMATION MAKING COURSE

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Background: With the rapid development of multimedia and network technology, multimedia information has gradually become the main form of data transmission over high-speed Internet information network. Multimedia information includes image, audio and video information, etc. Image is a significant form of expression, and contains a wealth of emotional information. In recent years, Flash animation is popular on the Internet and widely used in education and teaching in the form of multimedia. It contains a large amount of animation on screen, screen form, content, rich in emotional expression. Flash technology and animation formed by the combination of Flash animation more and more widely into people's learning,

entertainment and other aspects, become a part of people's work and lives, welcomed by the people. The rapid development of animation, animation design tools put forward higher requirements, more powerful, more convenient design of the animation design tools also came into being. Flash is an animation design software, it can be a variety of elements and content (such as sound, animation, etc.) together into a whole, so that the resulting Web page has a dynamic, better results.

Color is an important part of our living environment, we can use color to create a rich visual space, with the language of color to communicate with consumers. Through the study of the visual psychology of color, color visual effects enhance the added value of products and services, so that it is reflected in the Flash animation production courses. Color psychology is the subjective reflection of the objective world. The light information of different colors acts on the visual organs of human beings, and forms a series of color psychological responses through thinking, memory and experience after being brought into the brain through the visual nerve.

Objective: Flash animation is basically a movie format. The movie format is interactive and vector-based. It is actually a fusion of various elements and effects, and it shows some semantic information through the content and information. With the development of multimedia technology, Flash animation, which combines Flash technology and animation, has become a part of people's work and lives, and is welcomed by people. This paper analyzes the psychology of color vision application in the animation making course to provide some ideas for improving the teaching method of Flash animation making course.

Subjects and methods: Based on the analysis of the emotion of the Flash animation image sample base, 7 kinds of emotion adjectives are used, including warmth, cheerfulness, humor, fun, dullness, breathtaking and horror. The analysis of the emotion of the image in the actual image sample base shows that these 7 kinds of adjectives can describe the emotion information expressed in the image more accurately. Quantify the degree of an emotional adjective in an image with 0-4 ratings, 0 indicates irrelevance, 1 indicates slight performance, 2 indicates general performance, 3 indicates obvious performance, and 4 indicates full performance. In order to reduce the relatively large error caused by personal subjectivity in the assessment, the results shall be determined by rounding off the scores of four laboratory personnel. For example, in terms of the emotional quantification of warmth in an image, the scores of four persons are 2, 3, 4 and 2, so the average value is 2.75, rounded off to 3, and the final quantitative value is 3. Of course, if there is a big difference, such as the difference is 3 or even greater, the results shall be re-evaluated, and the most opinions shall be adopted to make an emotional analysis table of images.

Results: Select 3 Flash animation images in the sample library, emotional analysis of its color vision to clear the psychological presentation of the situation, get the image emotional analysis table as shown in Table 1.

Table 1. Image emotion analysis table.

Image	Warmth	Cheerfulness	Humor	Fun	Dullness	Breathtaking	Horror
	2	3	0	2	0	0	0
	1	2	0	1	0	0	0
	0	2	0	3	0	0	0

Conclusions: Taking Flash animation picture as the research object, the color visual characteristics of the image in the image sample database are analyzed, and the psychological state is extracted. Therefore, students should not only have a certain understanding of color, but also deepen the understanding and application of color, so as to promote the positive development of animation in the field of animation design and production.

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EFFECTS OF EXERCISE INTERVENTION ON MENTAL HEALTH OF COLLEGE STUDENTS

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Background: On the background of the normalization of epidemic prevention and control, the prevention and control of epidemic situation on college campuses needs to be paid high attention to continuously. Many studies show that college students' self-consciousness is not mature enough, and their choice of value and judgment lack stable and unified standards. When facing the coexistence of multiple values to society, they show more mental frustration and psychological contradiction than other groups, and the external performance is the fragile psychological state and emotional behavior of college students. As a special group, college students are concerned by society and have high family expectations. Mental stress is significantly higher than other peer groups. When they face the problems of study, interpersonal communication, emotion, employment and so on, they tend to produce anxiety, inferiority, eccentricity, melancholy and other psychological problems. Facing the increasingly prominent mental health problems of college students, to find a simple and effective way to ease the psychological problems of college students is an important issue for our higher education. Therefore, it is urgent to improve the mental health education of college students.

Objective: Based on teaching experiments, this study not only examined the influence of exercise intervention on mental health in general (SCL-90 total score), but also examined the influence of exercise intervention on the dimensions of mental health scale. In addition, this study also explored the moderating effects of exercise time (the time for subjects to participate in exercise in each exercise intervention), exercise frequency (the number of times of exercise intervention per week), intervention cycle (the time from the beginning of exercise intervention to the completion of all interventions, in weeks), intervention content (the items used in the exercise intervention research, such as basketball, martial arts, swimming, etc.) and other variables. Further analysis of the relationship between sports and mental health to obtain more objective results, to prove the positive effects of sports intervention on mental health. And provide scientific and quantitative basis for the rational use of exercise intervention by mental health workers in colleges and universities.

Subjects and methods: A total of 600 college students aged 17-23 years, including 326 boys and 274 girls, were selected for the study.

Study design: Using SCL-90 as the content of the questionnaire, 574 questionnaires were collected, with a response rate of 95.7%, of which 546 were valid and 91% effective. According to the questionnaire results, the students with unhealthy psychological state were divided into the observation group and a control group, among which the number of students was 216, 108 in each group of the observation group and control group. In the control group, except for normal learning, only daily physical activities were carried out, and no physical exercise was taken. The observation group was trained for 10 weeks, 3 times a week, 45-60 minutes each time. The training forms included swimming, running, basketball and so on. Exercise intensity: Maximum heart rate is generally controlled at 120-140 beats per minute. After 15 weeks, 216 questionnaires were sent out to the observation group and the control group, and 216 valid questionnaires were recovered, the effective questionnaire recovery rate was 100%.

Methods: SPSS15.0 software was used for statistical analysis.

Results: The results of the analysis of the pre-experiment and post-experiment psychological states of the students are as shown in Tables 1 and 2.

Sports are a collective activity, as a means of intervention. In the process of sports, there are both psychological activities, and interpersonal communication. Often in the case of language communication, through a look, a gesture, a movement can complete communication, produce the effect of language communication, so that those introverted, unhappy people find their own value and life fun. At the same time, the intervention method can lead the subjects to experience the pleasure of success, improve the nervous system, enhance the coordination of the cerebral cortex excitability and inhibition, enhance the balance and accuracy of the cerebral cortex nervous system, make the sense of proprioception and high sense more accurate, improve the endurance of brain cell work, promote the development of the human perception ability, and improve the flexibility, coordination and reaction speed of brain imagination.

Table 1. Statistical results of students' psychological status before the experiment.

Factor	Observation Group	Control Group	P
Total Average Score	22.37±5.47	21.46±3.98	>0.05
Somatization	2.03±0.23	2.58±1.07	>0.05
Interpersonal Sensitivity	1.98±0.47	2.23±0.89	>0.05
Depression	2.37±0.78	2.02±0.98	>0.05
Anxiety	2.69±0.94	2.73±1.16	>0.05
Hostility	2.04±0.56	2.02±0.89	>0.05
Paranoia	2.54±0.07	2.29±1.04	>0.05

Table 2. Statistical results of students' psychological status after the experiment.

Factor	Observation Group	Control Group	P
Total Average Score	19.37±4.07	22.41±5.31	>0.05
Somatization	1.68±0.37	1.79±0.26	>0.05
Interpersonal Sensitivity	2.34±0.41	2.68±0.57	>0.05
Depression	1.96±0.46	2.02±0.49	>0.05
Anxiety	2.07±0.62	2.59±0.46	>0.05
Hostility	1.38±0.59	1.64±0.27	>0.05
Paranoia	2.27±0.71	2.25±0.98	>0.05

Conclusions: (1) The positive symptom detection rate of mental health of college students is high, which indicates that the mental health problems of college students are prominent. After the exercise intervention, the mental health level of college students improved, which shows that the exercise intervention has a strong pertinence and practicability. (2) With the rapid development of society, the new situation will inevitably bring new contradictions and problems to the mental health education of college students. As the main position of college students' mental health education, colleges and universities must evaluate the students' mental health in the new era, especially the sub-healthy group, and make reasonable sports intervention to the group, and set up students' health files to improve the students' mental health.

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INFLUENCE OF URBAN SUPER HIGH RISE BUILDING PLANNING ON PEOPLE'S MENTAL HEALTH AND COUNTERMEASURES

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Background: Psychology refers to the feelings and feelings in people's minds, is the sum total of psychological phenomena such as perception, memory, thinking, emotion, will, ability, character, etc. The psychological impact of super-high-rise buildings on people varies from person to person. Some people can self-regulation, some people will have some phobias. Agoraphobia is a complex fear, from the fear of being in an open space to the fear of going out of their own doors. The person that has square phobia "often it is the space environment that arrives open the taller the more frightened". Altitude phobia is fear of altitude, a simple type of fear, major symptoms include fear and discomfort, sometimes almost suddenly frightening,

will tremble, sweating, dizziness, breathing difficulties.

Ultra-high-rise buildings also have a profound impact on people's living customs and ways, especially the very rational arrangement of high-rise building space, which not only cuts off the traditional residential environment too close and affectionate, but also makes people living in them become increasingly alienated, the relationship between people loose and indifferent. With the acceleration of urbanization, there are more and more super-high-rise buildings. While the height and span of construction are increasing, their design forms and styles are also developing and changing.

Objective: Ultra-high-rise building design is a complex process. We must be good at design to improve Ultra-high-rise building and the natural environment. Therefore, by analyzing the influence of urban high-rise building planning on people's mental health, we can understand people's inner needs, give appropriate suggestions and countermeasures, and provide some reference to urban high-rise building planning.

Subjects and methods: Architecture provides a place for people, a place that can keep off the wind and rain, heat, cold, but also cultivate people's qualities, inspire people's spirit, achievement of the cause of the place, the impact of people's material and spiritual needs. Because of its special height, high-rise buildings cause many psychological problems, but the meaning of the place has not changed, still serves people, meets the needs of people. Therefore, in the high-rise building design, but also should be people-centered, every idea, every layout, every subtle size of the design should reflect the concern of people. Buildings and environments that focus on humanistic elements can make up for the indifference brought about by high- tech, reflect human longing, and bring about a harmony between man, nature and society. Buildings that focus only on material function and ignore human spiritual needs or do not take human spiritual needs into account at all are unscientific and contrary to human nature, and will ultimately bring irreversible negative effects to society.

Taking the residents of a high-rise residential building and a low-rise residential building as the research object, the questionnaire was distributed to them to count the ground activities of residents in different residential areas.

Study design: Questionnaires were distributed to 400 residents. Among them, 200 residents in high-rise residential buildings and 200 residents in low-rise residential buildings were required to complete the questionnaires at one time. Each person took about 20 to 30 minutes to fill in the questionnaires. A total of 400 issued, 386 recovered, the number of effective copies of 379.

Methods: Using Excel statistical analysis of the ground activities of different residents.

Results: As far as super high-rise buildings are concerned, they are far from the ground, isolating people from the outdoor natural environment such as land, animals and plants. As concrete, glass, metal and other man-made components of the closed environment lack a sense of life, lack of a green environment to give people the feeling of the United States, people will have a feeling of depression. In order to get rid of this feeling, people will put in indoor plants, plants planted on the balcony and other techniques to get close to nature.

High-rise buildings rely mainly on elevators, which change the traditional horizontal traffic on the ground. The use of elevators makes it difficult for people to contact with low-rise and multi-storey buildings. The resulting statistical tables are shown in Table 1.

Table 1. Comparison of Ground Activities between Superhigh-Rise and Low-rise Dwellings.

Project		Talk	Entertainment	Repair	Viewing	Rest	Total
Working Days (persons)	High Level	27	4	2	0	2	35
	Lower Level	78	19	0	1	6	104
Rest Day (person)	High Level	42	6	4	1	9	62
	Lower Level	124	39	0	7	8	178
Average (People)	High Level	34.5	5	3	0.5	5.5	48.5
	Lower Level	101	29	0	4	7	141

High-rise buildings and the environment have many effects on people's behavior and psychology. Besides the basic needs of physiology, people's spiritual needs are more prominent.

Conclusions: The rapid development of super-high-rise buildings is obvious to all. Therefore, we should have payed attention to and improved the quality of high-rise buildings and their environment for a long time. Architects should start with the basic needs of people's behavior and psychology, and study how to improve the boring, monotonous, lonely and alienated influence of high-rise buildings and their environment from the aspects of environmental sociology, environmental psychology and social ecology, so as to create a people-centered, dynamic and charming urban high-rise building environment that can truly

continue the local history, culture and unique landscape, and make high-rise buildings become not only people's "dwelling place", but also people's "spiritual home".

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MECHANISM OF PSYCHOLOGICAL LITERACY CULTIVATION IN THE MAJOR OF EMERGENCY AND SEVERE NURSING

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Background: As an important department in hospital, emergency department plays a key role in dealing with critical patients. The emergency department is an important window of the hospital and an important position for rescuing critical patients. The nursing work in the emergency department is characterized by urgency, busy, multidisciplinary, infectious, law related and violent events. Due to the particularity of its working environment, emergency nurses often have to bear great mental and psychological pressure. The mental health of emergency nurses is closely related to whether they can carry out effective rescue and nursing for emergency patients. So what kind of psychological literacy emergency nurses should have and how to cultivate good psychological literacy of emergency nurses, so as to improve the quality of emergency rescue, are the problems to be solved.

Objective: According to the characteristics of different teaching contents of critical care nursing, this paper explores a variety of teaching forms based on experiential learning theory, and constructs an experiential teaching mode composed of case design method, role-playing method, task driven method, virtual game method, discussion method, edification method, etc., so as to improve the psychological quality of critical care nursing students.

Subjects and methods: Methods 300 students were randomly divided into two groups, 150 in each group. The experimental teaching mode of "independence, cooperation and exploration" was adopted in the observation group. The first-aid medical records were designed by ourselves. The scene and role play were used to complete the comprehensive training of on-site rescue, emergency department rescue, critical care medicine rescue and general ward rescue treatment. The quality-oriented experiential teaching mode of "critical care nursing" was constructed. The control group adopted the "explanation, demonstration, training" type of experimental teaching mode.

Study design: The students' evaluation of experimental teaching mode was investigated by questionnaire, and the satisfaction of the two groups in innovation education, creativity and interest was compared, and the final theoretical and operational examination results were compared.

Methods: Sas8.0 was used for data processing. Chi square test and t test were used. The test level $a = 0.05$.

Results: The satisfaction of the two groups of students with different experimental teaching modes is shown in Table 1. Traditional experimental teaching mode of "explanation, demonstration and training" is one-dimensional. It overemphasizes imparting knowledge to students, training them to operate and master skills, and neglects the cultivation of process and method, emotion, attitude and values. Students have no autonomy and initiative, which easily frustrates their feelings for science and technology, and it is difficult to develop their innovative spirit and practical ability. It cannot give full play to the unique educational function of experimental teaching. The experimental teaching mode of "autonomy, cooperation and exploration" is beneficial to mobilize the enthusiasm and initiative of students' learning and exploration, integrate design, cooperation, dialogue and communication into the experiment, make students truly become the main body of teaching, promote the construction of students' scientific knowledge and skills, enhance their emotions, attitudes and values, and cultivate their personality and creativity. The results showed that the scores of theory and operation examination and the evaluation of new teaching methods in the observation group were significantly higher than those in the control group ($P < 0.01$). 92.1% of the students were satisfied with innovation education; 90.0% of the students think that comprehensive training is helpful to cultivate team spirit; 90.0% of the students think that comprehensive training is helpful to cultivate team spirit; 92.9% of the students understood the importance of communication and empathy in emergency work; 75.0% of the students think that the new experimental teaching mode is more attractive, and they can get a sense of achievement by finding and solving problems, and stimulate the enthusiasm of active learning. Through comprehensive training, the first-aid skills and monitoring skills were better combined with the cases, the concept of holistic rescue was strengthened, the idea of holistic rescue was straightened out, the creativity was cultivated, the practical ability of first-aid was improved, the

psychological state of emergency nurses was improved, and it was more in line with the training objectives of modern nursing education.

The comprehensive training method of "autonomy, cooperation and exploration" experimental teaching mode is tried out in the practical teaching. The experimental teaching takes the process and method as the axis, so that students can work, think and develop like researchers in the learning process. It not only attaches importance to the construction of students' first aid knowledge and skills, but also improves students' overall first aid awareness, emotion and values, In the process of experimental teaching, teachers and students' learning vitality is radiated.

The final scores of the two groups are compared as shown in Table 2.

Table 1. Comparison of two groups of students' satisfaction with different experimental teaching modes.

Group	Number of people	The innovation education	Creative ability	The team cooperation	Stimulate interest in
The control group	150	68 (45.20)	76 (50.50)	87 (57.80)	55 (36.80)
Observation group	150	138 (91.90)	127 (84.80)	134 (89.60)	114 (76)
x^2	-	70.21	38.11	35.90	38.88
p	-	0.00	0.00	0.00	0.00

Table 2. Comparison of final scores between the two groups.

Group	Number of people	Theoretical achievement	Operation results
Control group	150	85.82 ± 1.42	86.10 ± 0.86
Observation group	150	96.90 ± 1.29	96.83 ± 0.69
t	-	65.98	127.72
p	-	0.00	0.00

Conclusions: Whether the psychological quality of emergency nurses is healthy or not, stable or not, directly affects the quality of emergency nursing, and affects the rescue effect. It has been proved that only by cultivating the healthy psychological quality of emergency nurses and making it continuously improve, can the quality of emergency nursing be improved and the rescue rate be improved. Experimental teaching mode can give full play to the unique educational function of experimental teaching, develop students' innovative spirit and practical ability, and meet the training objectives and requirements of modern nursing education. It will lay a good foundation for students to master the process of pre hospital first aid, emergency department first aid and critical care department first aid, cultivate psychological quality and adapt to clinical practice quickly.

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INFLUENCE OF PSYCHOLOGICAL COUNSELING ON THE ANXIETY ALLEVIATION OF COLLEGE STUDENTS

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Background: Since entering the 21st century, with the acceleration of the pace of life, the intensification of social competition, the tension of interpersonal relationships, anxiety in the normal population is widespread, and presents a rising trend. In daily life, people often encounter all kinds of difficulties and obstacles. In order to solve the problems, to achieve their goals, we must overcome the difficulties. And the emergence of difficulties and overcome, will cause people inner unrest and tension, serious will bring fear to people, the formation of anxiety.

It is a common psychological phenomenon, also can be said to be a normal psychological reaction, that college students' tension, uneasiness, anxiety, fear and so on are caused by examination, interpersonal communication and so on. The problem is that some students are good at self-psychological adjustment, so that it becomes the power of study, life forward. And some students because they are not aware of their bad psychological state, the lack of effective adjustment of anxiety, resulting in an unideal life state. When

students have anxiety, proper psychological counseling can effectively relieve students' anxiety.

Objective: Anxiety is a kind of inner uneasiness or groundless fear without obvious objective reason, and a kind of nervous emotion expected to face bad situation soon. In today's society, anxiety has become a very common negative emotion among people. Strong anxiety will seriously affect the physical and mental health and academic performance of college students. When college teachers find that students have anxiety, they should give them psychological counseling in time to improve and relieve the anxiety of college students and promote their mental health development. Therefore, psychological counseling plays a vital role in alleviating anxiety among college students.

Subjects and methods: Effective psychological counseling can help college students to relieve anxiety and establish a correct view of learning and values. It can be seen that the negative emotions of college students can be effectively alleviated through psychological counseling. This article mainly from the psychological counseling on college students' learning anxiety, anxiety to people, loneliness tendency, self-accusation tendency, physical symptoms and so on five aspects of the alleviation of the research. Primary school, junior high school and senior high school were selected as the research objects, and questionnaires were issued to their students to statistics the impact of psychological counseling on their various aspects.

Study design: The stratified cluster random sampling method is adopted to investigate 500 college students in our city. One primary school, one junior high school and one senior high school in our city were randomly selected from each grade, and one class was randomly selected from each grade. A total of 500 copies were sent out to students in 12 classes, 486 copies were recovered, and 479 copies were valid.

Methods: Excel was used to make statistics on the anxiety relief of college students of all ages by psychological counseling.

Results: Psychological counseling has different effects on alleviating anxiety of college students at different ages. Because primary school students are not mature, their anxiety problems are generally simple and simple, so they can effectively relieve their anxiety after psychological counseling. High school students need psychological counseling because of their complicated anxiety in study and life.

The survey results, using a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said general, 3 said relieve obviously, 4 said full relief, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 500 students take average, calculated results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. Influence of psychological counseling on anxiety relief of college students.

Factor	Learning anxiety	Anxiety to people	Lonely tendency	Remorse tendency	Physical symptoms
Primary School	3	4	4	3	3
Junior high school	3	4	3	2	3
High school	4	4	3	4	3

Conclusions: Students' problems are not independent problems, but are often inextricably linked with schools and families. Psychological counseling can effectively reduce the anxiety of college students and promote their mental health development. Scientific and efficient psychological counseling can effectively ease the negative emotions and psychological burdens of college students. Through psychological counseling activities, reduce the anxiety of college students, make them calm, optimistic, positive in the face of setbacks and difficulties encountered in study and life, comprehensively improve their psychological qualities, fully develop their potential, and promote the sound development of personality.

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THE INNOVATION OF ENTERPRISE HUMAN RESOURCE MANAGEMENT MODE FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

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Background: Behavioral psychology believes that psychology should not be a part of psychology. It believes that a truly objective psychological science should only study observable events, that is, the stimuli from the environment and the reactions of organisms. Behaviorism is a science that studies behavior

and measurable environmental conditions that affect behavior. In short, psychology should be limited to the study of observable behaviors and environmental stimuli that affect behaviors. From the perspective of behavioral psychology, it is believed that personal thoughts and emotions are not important, and only behaviors that can be measured and observed are useful. It opposes inferring internal processes from external behaviors.

The competition between enterprises is increasing, enterprises want to ensure long-term and stable development, to ensure that they have comprehensive quality talents, in order to promote the development of enterprises. Therefore, in the actual development of enterprises, we should pay attention to the development of human resource management, effective management of employees, so as to enhance the core competitiveness of enterprises. Enterprises should actively innovate the management mode, improve the staff's work enthusiasm and the sense of belonging.

Therefore, from the perspective of behavioral psychology, it is of great practical significance to analyze the innovative methods of enterprise human resource management mode.

Objective: At present, the rapid development of social economy, enterprises in the economic market, the traditional human resource management model has been unable to meet the needs of social development, is not conducive to the development of enterprises. In recent years, psychology has been widely used in human resource management in enterprises, and has achieved remarkable results. It is of great significance for enterprises to improve the level of human resource management and work quality.

Subjects and methods: In the innovative design of enterprise human resource management mode, a control experiment is adopted for enterprise human resource management. 40 people with different positions in an enterprise are selected and divided into control group and experimental group. In the experimental group, the 20 people are managed with innovative mode, and the actual behavior of employees is taken as reference without taking the original position of employees as the main consideration, Design different enterprise positions, better integrate the overall quality of individual employees, improve the work enthusiasm of employees, and constantly develop the potential of employees. At the same time, the observation group enterprises in the design of posts, can appropriately increase the post responsibilities, increase the challenge of the work, so that employees have greater development space. The control group was based on the original position, without post adjustment.

Study design: After 20 different positions were re planned according to the personality, psychological objectives and actual behavior of the personnel, the observation group completed a relatively difficult group of projects, with a deadline of 50 days. At the same time, the control group completed the same project according to the original position, and the deadline was 50 days.

Methods: The project completion and actual completion time are investigated to determine whether the innovation mode is feasible and whether the utilization rate of personnel is effective.

Results: The completion of projects in different groups is investigated, as shown in Table 1. It can be seen that the two groups of personnel can complete the project within the expected time, and the actual completion time of the control group is less than that of the observation group. However, due to the fact that the observation group itself is not in a professional position, and its on-the-job training and specific responsibilities and scope of work are not fully understood, the actual completion time of the two groups of personnel is still in a state to be optimized compared with that of the control group, The team members can complete the project in the expected time, and the project completion status is 100%, which shows that the innovation management mode designed is effective and feasible on the premise of continuous promotion and management training.

Therefore, from the perspective of behavioral psychology, enterprises can carry out human resource management from the following aspects:

(1) Do a good job of enterprise personnel training. Personnel training is the main way to increase the value of human resources in enterprises. Personnel training can improve the working ability and performance of employees, and improve the business efficiency of enterprises.

(2) Effective incentive system. Effective incentive system can stimulate the enthusiasm of employees and encourage them to make continuous progress. Enterprises should fully consider the needs and abilities of employees and formulate scientific and reasonable incentive system.

(3) Scientific and reasonable behavior standard. Behavioral psychology research shows that when people do a certain behavior and are rewarded, they will do more such behavior. On the contrary, when a certain behavior is criticized, they will escape this behavior. In the human resource management of enterprises, we can use behavior reward to promote the behavior standard of employees and promote the continuous development and progress of enterprises.

Conclusions: From the perspective of behavioral psychology, it is of great significance for enterprises to carry out human resource management. In the actual work, managers should fully grasp the psychological state of employees, meet the needs of employees to the greatest extent, give care to employees, so that employees can realize their importance to the enterprise. Therefore, the application of behavioral

psychology to human resource management can effectively enhance the enthusiasm of employees, mobilize their enthusiasm, and promote the long-term and stable development of enterprises.

Table 1. Project completion of different groups.

Group	Project completion/%	Actual completion time/d
Observation group	100	49
Control group	100	46

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INFLUENCE OF INNOVATION MODEL DEVELOPMENT ON CONSUMER PSYCHOLOGY OF NON-POSTHUMOUS TOURISM RESOURCE

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Background: With the acceleration of the global trend and industrial process, the intangible cultural heritage and its living environment are seriously threatened, and the lack of many excellent intangible cultural heritage successors are in danger of loss, and it is very difficult to properly protect a lot of precious material data, so it is very important to strengthen the protection of intangible cultural heritage.

Among them, Nature causes the protection and utilization of intangible cultural heritage, in particular, heated debate on protection and tourism development. Both experts and tourism development have proved that moderate tourism development of intangible cultural heritage can provide financial support for the protection of intangible cultural heritage, another way has been added to better protection and inheritance.

At present, many tourism enterprises have participated in the development of intangible cultural heritage tourism products, and the intangible cultural heritage tourism resources of many scenic spots have become important tourism attractions, which has attracted many tourists to travel and also brought considerable economic income to the tourism enterprises. However, the current tourism development mode is mostly based on static display, and the tourism activities carried out in this way are not highly participatory. The tourists passively watch them, and the tourism products still stay at the low level of sightseeing. With the arrival of the experience economy era and the change of tourist consumption mode from passive sightseeing to active participation, this leads to the dislocation of the development mode of intangible cultural heritage tourism products and the consumption mode of modern tourists. In order to meet the needs of tourists' participation, individuation and diversification, tourist attractions should guide tourism planning and tourism product development with the idea of experience economy, enhance the experience of tourism products, dig deeply into cultural connotations, and carry out the structural adjustment of tourism products. So that tourists travel experience unforgettable.

Subjects and methods: Taking into account the overall survey and case interviews, and from the content of tourists' willingness to participate in non-legacy recreational tourism, tourism activity preferences, tourism measures requirements, suggestions on tourism development, and the visiting rate and influencing factors of non-legacy tourism in the surrounding areas, using the questionnaire (network survey and field survey) and interview outline, in-depth research, analysis and statistics of relevant data, to conduct a random survey of nearly 400 different groups (such as white-collar workers, college students, government officials and migrant workers) in the Pearl River Delta, eastern Guangdong and western regions, Ensure that research is as comprehensive and representative as possible in terms of age, occupation, education and frequency of tourism participation.

Study design: The experience theme selection of intangible cultural heritage tourism resources is based on thorough and meticulous market research, through market research to further accurately locate tourism product development categories and product mix, On the basis of resource theme creativity, guided by the consumption trend of tourists, Market segmentation based on tourist preferences, Design experiential tourism products to meet the psychological needs of tourists, Finally realize the economic benefit of tourism. Therefore, Market research generally includes the following aspects :1 tourist destination market environment survey; 2 Tourism market demand survey; Survey on the supply of tourism markets; Tourism Marketing Survey. Wulingyuan scenic spot is located in Zhangjiajie City, Hunan Province, the scenic area includes four parts: Zhangjiajie National Forest Park, Soxiyu Nature Reserve, Tianzi Mountain and Yangjiajie. 1992, It is included in the World Heritage list. And then the world geopark, China's first 5 Some level tourist

attractions. As a tourist destination with rich natural resources, beautiful landscape and outstanding cultural characteristics, every year attracts a large number of tourists to play. According to the data, with 24.5063 million visitors in 2019, The tourism-related income reached 30.681 billion yuan. The Baidu index of Wulingyuan in Zhangjiajie (weighted by Baidu users' search frequency for keywords) shows users from February 2 to March 2,2020, the daily activity of the search index for this keyword is more than 2000, The index reached 11530 on February 20. Data show Wulingyuan scenic spot in the network. On the high level of attention.

Methods: The design of the questionnaire is divided into three parts: the first part is the scale design of three variables: network word-of-mouth, destination image and tourist behavior intention. The second part is the network word-of-mouth platform for information acquisition and trust, the form of network word-of-mouth acquisition that is willing to accept, and the network word-of-mouth that is willing to believe. The next content is the statistics of the questionnaire's personal situation. The questionnaire items of network word of mouth are divided into three parts: direction, quality and quantity of network word of mouth, and 14 test items. The questionnaire items of destination image are divided into four parts: social environment image, service image, facility image and emotional image, and 14 test items. Tourist behavior intention is one part ,4 test items. The questionnaire is a Likert 5 scale commonly used in academic circles.

Results: To ensure that the questionnaire is true, effective and reliable, it does not affect the subsequent model fitness and validation assumptions. First, the reliability of the formal scale was tested. The main observed values of reliability analysis are two terms, the first is the α coefficient (Cronbach's Alpha) of Clone Bach, the higher the value, the better the reliability. The coefficient is mainly the reliability of the observation scale. Scholars think that the α coefficient of Clonbach should be greater than 0.7 to show that the scale has a more suitable reliability, and after the item of the scale is deleted, the α coefficient of Clonbach will not be significantly improved. It shows that the scale has good reliability. A second item is the revised item-total correlation CITC (Corrected Item-Total Correlation). The numerical value mainly observes the correlation within the item. CITC greater than 0.5 is considered to be highly correlated. This study is also based on the above two points as the basis for the purification of scale items. The experimental results are shown in Figure 1.
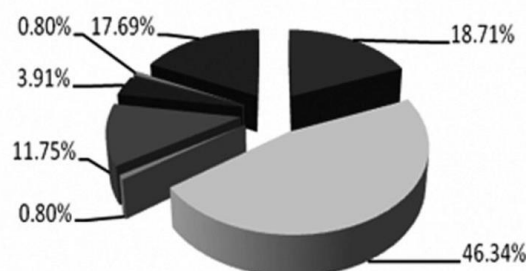
Figure 1. Variable validity analysis results.

As shown in Figure 1. Cronbach α coefficients of the variables studied are above 0.8. A coefficient of Cronbach after item deletion is not higher than the α coefficient of variable dimension. All the measurements of the scale have good reliability. Dimensions of variables to measure the CITC. of items All questions have a CITC greater than 0.5. The internal correlation of each dimension of the questionnaire is high. In summary, the design of the questionnaire meets the basic requirements, and the internal consistency is also high.

Conclusions: Non-legacy tourism pursues returning to nature and does not pay attention to excessive economic and commercial development. Therefore, in the construction of non-posthumous tourist attractions, as far as possible to do local materials, not extravagant waste, to build a characteristic, can let tourists close to nature, relax the body and mind of the accommodation environment and facilities, at the same time can provide the city's rare farm food and beverage, as well as convenient for tourists to carry out star-watching, fishing, moon-watching, picnics and other experiential activities simple facilities. In addition, the non-posthumous tourist souvenirs should also reflect the environmental protection, with a simple, elegant style to attract tourists.

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PSYCHOLOGICAL IMPACT OF KNOWLEDGE TRANSFER AND ORGANIZATIONAL

SUPPORT FROM THE PERSPECTIVE OF PSYCHOLOGICAL CONTRACT

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Background: Speed economy and knowledge economy require that enterprises must be able to obtain dynamic competitive advantage through continuous innovation, and knowledge transfer is the source of enterprise innovation. However, knowledge transfer is often hindered due to the poor psychological state of employees and poor organizational support, which affects the creativity and innovation ability of enterprises.

Psychological contract refers to the coordination between the dedication of employees in the process of work and the desire of enterprises. Knowledge transfer is directly restricted by the willingness, ability and opportunity of both sides for Knowledge transfer, that is to say, the decision power of Consciousness transfer lies in enterprises and employees. With the support of organizational culture, atmosphere and system, employees' psychological capital directly affects the motivation, willingness and ability for knowledge transfer, thus affects the efficiency and effect of knowledge transfer. Therefore, in order to transfer knowledge effectively, organizations must establish an effective organizational support atmosphere, culture and system to give play to individual psychological capital and stimulate individual motivation, willingness and ability. In order to formulate effective organizational support measures, it is necessary to identify the relevant factors that affect the knowledge transfer performance and their impact mechanism.

Objective: The model of psychological contract is a positive state of mind and psychological ability. Hopeful employees usually have a clear working goal, make a practical plan of action and work hard to achieve it. Optimistic employees actively interpret events at work and often have positive emotions that make them more receptive to new ideas, practices, and creativity. Resilient employees respond better to problems, adversity, and success, and ultimately transfer knowledge. Based on this, this study aims to identify the key organizational support, psychological capital and related factors of knowledge transfer from the perspective of psychological contract, and explore the impact of these factors on knowledge transfer, so as to provide reference for formulating corresponding organizational support mechanisms and measures.

Subjects and methods: Employees with high level of self-efficacy can absorb knowledge and develop knowledge transfer social connections more quickly, so as to enhance their psychological capital and promote knowledge transfer. This kind of staff will take the responsibility of knowledge transfer actively, help others to overcome difficulties and adapt to the environment, update their skills accordingly, and improve core competitiveness. This paper mainly analyzes the influence of three factors of psychological contract on knowledge transfer. Six large, medium and small enterprises in the city were randomly selected as the study subjects, and questionnaires were distributed to their employees to calculate the effect of knowledge transfer under different psychological contract conditions.

Study design: Randomly interviewed 500 employees, distributed questionnaires to them, asked to complete the questionnaire once, each person to fill in the questionnaire for about 15 to 20 minutes. A total of 500 copies were issued, 478 were received and 464 were valid.

Methods: Using Excel to Count the Effect of Knowledge Transfer under Psychological Contract

Results: Under the restriction of different psychological contract factors, the accomplishment degree of knowledge transfer is the highest in large enterprises, and the effect is obvious in all kinds of incentive policies made by enterprises.

The results of this survey use the influence values of 1 to 5 grades and quantitative specific factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 500 employees are adopted and the average values are obtained by rounding off the results. The specific statistical tables obtained are shown in Table 1.

Table 1. Degree of knowledge transfer completion.

Factor	Enterprise support	Psychological capital	Good atmosphere
Large enterprises	5	5	4
Medium-sized Enterprise	3	3	4
Small enterprise	3	3	2

Conclusions: The support of the charm, charisma and personality of the managers is positively related to the knowledge transfer of the staff. At the same time, appropriate rewards, positive suggestions, building

feedback, social recognition and other organizational support can also stimulate employees to form a sense of belonging, thus promoting knowledge transfer. Based on the analysis of the influence of organizational support and knowledge transfer by psychological capital intermediary effect, this paper puts forward the influencing factors of organizational support and knowledge transfer, and on this basis, promotes the connectedness of psychological contract to facilitate knowledge transfer and promote the healthy and orderly development of enterprises.

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ADOLESCENT MENTAL HEALTH AND ITS INFLUENCING FACTORS FROM THE PERSPECTIVE OF SOCIOLINGUISTICS

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Background: Sociolinguistics plays an important role in interpersonal communication and development. In the growing environment of adolescents from childhood, language occupies the main part, and language plays an important role in the thinking, mind and psychology of adolescents. Especially at the present stage, teenagers are in the adolescence of "violent storm", and the great pressure of study brought by the high school entrance examination and college entrance examination.

The mental health of adolescents has always been the focus of attention of the community. In the past, the psychological conditions of teenagers were investigated mainly from their own aspects, such as anxiety and depression. This form of investigation cannot understand the root causes of adolescent psychological problems, but also leads to antipathy, and lack of positive psychological quality guidance.

Objective: Adolescents' mental health and physical health interact with each other. Mental health is also the basis and condition for improving the aesthetic quality of adolescents. If the lack of good psychological quality, other aspects of the quality level will be greatly affected, mental health education on aesthetic education, sports, labor education implementation, and achieving educational goals play a positive role in promoting. Therefore, the sociolinguistic assessment of adolescent mental health and the analysis of its influencing factors are conducive to exploring more effective mental health interventions and providing reference for the construction of a mental health assessment mechanism for middle school students.

Subjects and methods: Language plays an active guiding role in helping young people to establish correct values and learning concepts. Therefore, it is necessary to use sociolinguistics to alleviate the psychological conditions of teenagers, especially to make full use of positive speech. Sociolinguistics plays a vital role in adolescent psychology. In this paper, the language of adolescent intellectual development, emotional pleasure, mental health, interpersonal relationships, personality stability and other five aspects of the study. Primary school, junior high school and senior high school were chosen as the research objects to distribute questionnaires to their students, statistical language on their various aspects.

Study design: Stratified cluster random sampling method was used to investigate 1000 teenagers in our city. Random sampling of the city, county, town 1 primary school, junior high school and high school, each grade randomly selected 1 class, a total of 12 classes of student questionnaire survey, 983 questionnaires, 939 valid questionnaires were collected.

Methods: Use Excel to measure the extent to which adolescents of all ages accept the impact of language on their development

Results: Under the influence of different languages, teenagers will have different influences on their own development. Primary school students have not yet sound psychology, so language has a greater impact on its various aspects, while high school students relative to psychological and physiological development have been mature, so little effect.

Table 1. Influence of language of adolescents of different age groups on their development.

Factor	Intellectual development	Emotional euphoria	Mental health	Interpersonal relationship	Personality stability
Primary school	5	3	5	5	5
Junior high school	5	4	4	4	3
High school	3	2	3	3	3

The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 1000 students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Conclusions: From the perspective of social psychology, positive language can promote adolescents' mental health, develop harmonious classmate relationships, communicate with parents and improve their academic performance. Sociolinguistics has overcome the effect that the traditional research method only aims at a small number of students with outstanding mental problems, and has turned its attention to stimulating the positive qualities of most students, making students realize how to explore their own advantages, how to communicate with students, how to look at and deal with students' mental problems with a positive eye, and how to correct, develop and supplement the traditional education mode of mental health of adolescents can effectively promote the mental health status of adolescents based on positive mental quality.

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VISUAL EMBODIMENT AND VALUE OF COLOR PSYCHOLOGICAL EFFECT IN PHOTOGRAPHIC CREATION

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Background: Color, with all kinds of temptation leads humans to dig, to discover. Our ancestors have learned to paint their living spaces with colors from nature to make the environment more beautiful. People will have personal likes and dislikes for color. People will always pay attention to their favorite color, and have a special feeling for this color. The color that oneself like at the same time can bring a sense of security to you, let a person restore ego. In natural appreciation and social activities, color is a kind of stimulation to people objectively, and is reflected as a psychological reaction and behavior subjectively. Color psychology starts from vision and goes through a series of complex reactions and changes such as perception, emotion, memory, thought and symbol. When we design the colors in photographic creation, we should not only complete the combination of the inner body of the colors, but also take into account people's psychological reactions to the combination of colors

In the process of photographic creation, in order to take a photograph well, the photographer must also have a certain artistic accomplishment, pay attention to the color art performance skills of photography, the photo to have artistic expression and artistic appeal, so as to move the audience, to leave a deep impression on the audience. Photography includes many aspects; photography color design is one of them.

Subjects and methods: Color emotional analysis of the photographic creation, based on considerations of subdividing color emotion, is adopted by the seven kinds of emotional adjectives, including enthusiasm, excitement, peace, tension, pure, deep and mysterious to describe, based on the emotion of the color in the actual photography analysis showed that the 7 kinds of adjectives can accurately describe photography color expressed by the emotional information; In order to express the degree of an emotional adjective in a photographic work, it is necessary to quantify the degree. With five grade 0 to 4 quantitative a photograph in a certain degree of emotional adjectives, 0 means, 1 said slightly, 2 said general performance, 3 said obvious, 4 said the full performance, in order to reduce the subjective causes bigger error during evaluation, taking four laboratory personnel evaluation and take the average, calculated results determine rounded way, If there is a big difference in the average value, such as a difference of 3 or more, the reevaluation will be made and the majority opinion value will be adopted to make the color emotion analysis table of photographic works.

Results: Three works that have won international photography awards were selected for emotional analysis, so as to clarify the psychological display of their color vision and obtain the color emotion analysis table, as shown in Table 1.

Conclusions: The common feeling that colour causes can create a comfortable environment in life, increase the fun of life. Colour psychology is the subjective reflection of an objective world at the same time. In the actual shooting process, the aesthetic sense of color and physiological satisfaction and psychological pleasure have a vital connection. The use of color composition in photographic creation can enhance the texture of the work and clearly express the intention that the author wants to convey.

Therefore, making full use of color psychological effect in photographic creation can highlight the artistic value of photographic works.

Table 1. Color sentiment analysis table of photographic works.

Color psychology	Enthusiasm	Excitement	Peace	Tension	Pure	Deep	Mysterious
	0	2	0	0	3	0	2
	3	2	0	0	0	0	0
	0	0	0	3	0	2	1

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INFLUENCE OF POSITIVE PSYCHOLOGY ON ALLEVIATING LEARNING ANXIETY OF STUDENTS WITH ENGLISH LEARNING DIFFICULTIES

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Background: Positive psychology is a new research trend in western psychology circles at the end of the 20th century. The essential characteristic of Positive psychology is "the science devoted to the study of ordinary people's vitality and virtue". It advocates "interest, love, satisfaction, happiness" and other positive emotions to cope with learning and life, by stimulating everyone's own inherent or potential positive quality and strength, to help people knock on the door of happiness. Positive psychology advocates that human beings should interpret many psychological phenomena with a positive state of mind so as to strengthen the constructive power of human beings.

Positive psychology holds that students have a lot of potentials in subject learning, which are not brought into full play. Teachers can fully use positive psychological suggestion, positive emotional experience, positive habits, positive personality and positive cognitive style to arouse students' potentials for learning English, so as to achieve better learning results.

Objective: Positive psychology holds that people in a state of pleasure, often thinking agile, imagination, memory enhancement. Therefore, in the process of English teaching, teachers should not only impart knowledge and skills to students, but also pay attention to emotional communication between teachers and students. Through the active guidance of teachers, students can deeply realize that learning English is not just to learn by rote or to cope with certain exams, but to integrate all resources and constantly improve themselves through systematic learning in a planned, purposeful and step-by-step manner. Thus, it can be seen that as a non-intellectual factor, positive emotion plays a vital role in students' English learning.

Subjects and methods: Positive psychology can effectively relieve students' anxiety about learning English and help them to establish a correct view of learning. This paper investigates and analyzes the influence of positive psychological counseling on students' sense of pleasure, participation and sense of meaning in learning English. Based on the questionnaire, this paper analyzes the influence of positive psychology on students' English learning anxiety.

Study design: Using stratified cluster random sampling method, 600 college students in our city were

investigated. One class from each grade was randomly selected from each primary school, junior middle school and senior high school in our city. A total of 600 copies were distributed to students in 12 classes, 561 copies were recovered, and the number of valid copies was 547.

Methods: The influence of positive psychology on alleviating learning anxiety of English learners with learning difficulties by using Excel statistics.

Results: Positive psychological counseling plays an important role in alleviating students' English learning anxiety. After positive psychological counseling, students' English learning anxiety has a significant downward trend, and they can learn English voluntarily.

The survey results, use a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said influence, 3 said obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 500 college students take average, calculated results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. Influence of positive psychology on alleviating learning anxiety of students with difficulty in English learning.

Factor	Pleasure	Engaged	Sense of meaning
Primary school	4	3	3
Junior high school	4	3	4
High school	3	4	4

Conclusions: The purpose of English teaching is to mobilize the enthusiasm of students into English learning to the maximum extent, and finally improve the ability of students to use English comprehensively. The theory of positive psychology has a strong guiding significance in this respect, which can help students effectively improve their sense of pleasure and participation in learning English, make them more clearly realize their great potential in learning English, promote their better development, and comprehensively improve their English literacy. Positive and optimistic learning emotions can also stimulate students' learning interests and motivation, give full play to their autonomy, so as to improve learning effectiveness and promote their overall development.

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A PROBE INTO THE LEGAL PROBLEMS IN THE MENTAL HEALTH EDUCATION OF COLLEGE STUDENTS

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Background: In real life, there are many people who cannot distinguish between right and wrong and choose the wrong path, so that they regret it. In particular, this group of college students, they just left the family, into contact with society. If they do not know the law, often go astray, into the abyss of crime. Nowadays, the proportion of juvenile delinquency is on the rise. Among the adults who have been punished for crimes, the number of people who have reached the age of 16 but not the age of 19 is on the rise.

Nowadays, colleges and universities attach great importance to the mental health education of college students. College students' mental health is the most important factor for their development. In order to improve the mental health education of college students under the restrictions of law, a person must have a healthy psychology to complete the basic requirements of various work. The university needs to carry on the related law intervention to university students psychology, optimize the university student mental health education under the legal restraint, enhances the university student mental quality.

Objective: The strategic decision of "ruling the country by law" has been widely accepted. Laws and regulations are the code of conduct to regulate people's studies, life and work, covering all walks of life, so we must strengthen the legal awareness of contemporary college students. It is far from enough for a person to have only scientific and cultural knowledge, but also must have comprehensive legal knowledge and moral qualities, in order to be based in society. If a person lacks legal and moral awareness, he will be vulnerable to the influence of adverse factors in society, and will commit illegal, criminal and immoral acts, or even go on the road of illegal and criminal acts. Therefore, law study has a vital role in university student mental health education.

Subjects and methods: Law learning can effectively improve the mental health level of college students,

from active learning, knowing the law to abiding by the law. Thus, it can be seen that college students can enrich their life connotations through legal knowledge, so as to obtain a happy life. This article mainly studies legal knowledge university student's outlook on life, the world outlook, the values three aspects influence. Through the distribution of questionnaires, statistical analysis of the impact of law on its three perspectives.

Study design: Questionnaires were distributed to 600 college students. Among them, 300 college students who had received legal knowledge study and 300 college students who had not received legal knowledge study were required to complete the questionnaires at one time. Each student took about 10 to 15 minutes to complete the questionnaires. A total of 600 issued, 579 recovered, the number of effective copies of 564.

Methods: The influence of learning statistical legal knowledge with excel on college students' three views.

Results: Through the study of legal knowledge can indirectly affect college students' outlook on life, world outlook, values, for the future of life to make a correct decision. But the university student who has not experienced law study, needs to set up three views depending on own consciousness, in the formation process, has the possibility to form the deviation.

The survey results, use a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said influence, 3 said obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, taking 300 students evaluation value and average respectively, obtained results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. Influence of Legal Knowledge Learning on College Students' Three Views.

Factor	Life Outlook	World Outlook	Value Outlook
Learned about law	4	3	4
Unlearned knowledge of law	1	2	2

Conclusions: College students are in their youth, which is a period of individual independence and maturity, and also a period of rapid changes in physical and mental development. At the same time, colleges and universities should improve the teaching methods and content of the basic courses, and create a good legal environment on campus. With the cooperation of a good social and legal environment, college students' legal consciousness can be effectively enhanced, crime can be prevented and mental health can be promoted.

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APPLICATION OF POSITIVE PSYCHOLOGY IN CULTURAL COMMUNICATION IN THE NEW MEDIA ERA

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Background: With the rapid development of information technology, people's work, study, life, communication and other ways have undergone profound changes which have greatly changed people's lives and communication behavior. In the era of new media, the application of positive psychology has brought different degrees of change to various groups in the whole society. The ways of information exchange in the era of new media can meet the needs of different groups in society. While the new media has the advantage of convenient and fast information transmission, it has also produced has a series of negative effects, hindering social progress. In recent years, a large number of negative and decadent lifestyles have been spread, the spread of extravagance and comparison, and the prevalence of Internet flaunt wealth, has caused a bad negative impact on people's thoughts and behavior. These factors will cause different degrees of psychological damage to people.

Objective: In the era of new media, all kinds of resources and information are mixed, which the absorption of negative information will have a bad impact on people's thoughts and behavior. Therefore, strengthening the application of positive psychology in the context of new media is crucial to the development of today's society. In the process of social development and progress, it is necessary to increase the promotion and derivation of positive psychology with the help of new media communication methods, so that all groups in society can embrace life and work with a positive mental outlook.

Subjects and methods: Positive psychology can effectively relieve the study pressure and work pressure of social groups, conduct correct psychological counseling to them, and promote people to form a healthy state of mind and lifestyle. This paper mainly investigates and analyzes the application effect of new media communication from the perspective of positive psychology. By issuing questionnaires, the effects of positive psychology on different ways of new media communication were statistically analyzed.

Study design: A questionnaire was distributed to 500 new media workers of different types, and the questionnaire was required to be completed at one time, with each person taking about 15~20 minutes to fill in the questionnaire. A total of 500 copies were issued and 464 copies were recovered, leaving 423 copies valid.

Methods: Excel was used to calculate the application effects of positive psychology on different types of new media communication.

Results: New media can rely on digitalization, multimedia, network and other latest technologies to promote the development of positive psychology, and at the same time, positive psychology can also counteract the communication content and form of new media. Through the study of positive psychology, no matter individuals or groups, they can maintain a good psychological state, release information with authenticity and accuracy, eliminate the generation of bad information, and maintain the stable development of society.

The survey results, using a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said influence, 3 said obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 500 employees take average, calculated results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. The application effect of positive psychology on new media communication.

Factors	Authenticity	Accuracy	Timeliness
Micro video	4	4	4
Subscription	3	3	3
Advertising	3	3	2

Conclusions: Each social group and individual are the successors of national socialism construction and the pillar of national development and progress. Their values and ideological quality are extremely important. The individual development of each individual will directly determine the future development process of the country. Therefore, in the era of new media, the importance of strengthening the dissemination of positive psychology is self-evident. The wide application of information technology has a profound impact on us. Under the background of new media, the impact of all kinds of negative information on society cannot be ignored. To do a good job in the construction of positive psychology in the whole society is conducive to the establishment of the frontier position of advanced thoughts in the whole society and the establishment of the correct value orientation. It can solve the problems of positive psychology construction in the context of new media and play a good role in improving our psychological state.

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THE PSYCHOLOGICAL CONTRACTS OF PEASANT HOUSEHOLDS FOR FARMLAND TRANSFER

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Background: Presently, China is in a fast-changing period of economic society, while various ways of production and life will be adjusted and be transformed. Farmland transfer is an evolving style of utilization ways of rural important productive factors and is one of the transitional forms of the rural economic society. In China, the area of the farmland transfer was up to 3.5×10^7 ha in 2018, accounting for 39.5% of national family-contracted land, which was only 4.2×10^6 ha in 2007, increasing 733%. The farmland transfer has been going through a long-term, dynamic, progressive process. In this process, it is important to respect the farmers' willingness, to concern about their psychology and to guide their behaviors. There is only a minority of farmland transfer of peasant households signed written agreements for both a spontaneous type and a collective one, mostly oral agreements, within certain limits, which are self-enforcing in some degree. The peasant households' diversified objectives, awareness, willingness and psychological agreement affect the results of contracts enforced and farmland transfer. Therefore,

research on the issue of behavior psychological contracts of peasant households in the process of farmland transfer has certain theory and practical significance.

Subjects and methods: The psychological contracts of peasant households in the process of farmland transfer are without directly formulating, both the transferor and the transferee subjective perceiving and understanding their rights and obligations by psychological suggestion, which is an implicitly contractual relationship. Nowadays, most peasant households are affected by the idea of small farmers in China, who are social beings restricted by land complex. In the village collective, they value human feelings and interpersonal relationships, which aren't a board sense of team spirit. With such restrictive conditions attached to regional economy and themselves' culture quality, their farmland transfer and exchange seldom or even not realize long-term sustainability. They aren't sure about the future developing direction and the ways of communication. Therefore, in China's typical institutional environments, the psychological contracts of the behavior of the peasant households includes transaction dimension and relationship dimension presently. Between both dimensions, there is a bridge on which the transfer is not only pursuing financial interests, but also trying to maintain a potentially interdependent relationship of common development, i.e., potent development dimension.

As shown in the figure 1, the theoretic model of behavior psychological contracts of peasant households is used to study the farmland transfer. Firstly, the peasant households' behavior background such as the experience and the goals of farmland transfer, and their degree of education influence the psychological contracts established and the types formulated. On the one hand, the peasant households who ever transferred farmland and received a high yield have more positivity than those who didn't transfer farmland, or had arguments when they were transferring. On the other hand, the goals of farmland transfer and the degree of education of the peasant households influence the type of psychological contracts formulated. For example, if the goals of farmland transfer of the peasant households are maximizing profits, they will establish psychological contracts of transaction type. However, the well-educated peasant households mostly have the capacity to handle disputes, negotiate problems and resolve conflicts. Hence they may probably establish psychological contracts of relationship type. Secondly, the subjective norm of peasant households mainly for the difference of regional folk customs will produce different communication style and the deal ways of breaching contract. Folk customs are collective experience and faith through human beings' long-term communicating accumulated, which affect their psychological contracts, and benefit increasing their behavior's prediction and decreasing the error probability to a certain extent. Lastly, the behavior cognitions of the peasant households are both sides of transfer understand their abilities of enforcing contracts, mainly about rent, i.e., the abilities of rent participated in, and decision-making level for rent and administrating rent. The behavior control and cognition ability of the peasant households is positively associated with their behavior intends. For example, having adequately accounted for the difference of general farmland and farmland with location advantages, technically improving the soil and raising the rent will enhance the positivity of peasant households participating in the farmland transfer, increasing the probability of the farmland transfer.
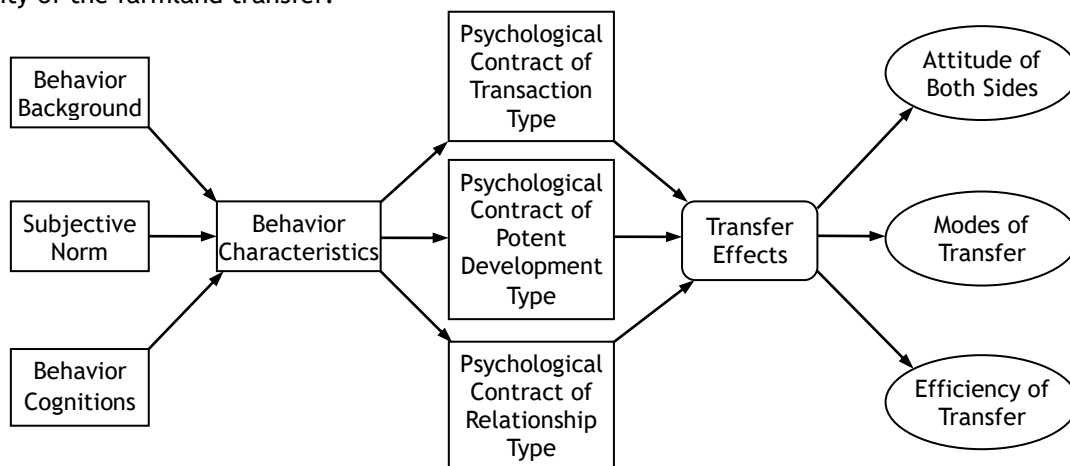
Figure 1. The theoretic model of behavior psychological contracts of peasant households.

The experience and clear goals of farmland transfer help establish psychological contracts of transaction type. Both sides of transfer have a positive attitude. The higher the education level and the stronger the social developing awareness are, the more they likely establish the psychological contracts of potent development type and that of relationship type, transfer modes diversified. The psychological contracts of potent development type and that of relationship type established are closely related to regional folk customs of subjective norm. The less the communication of both sides of transfer is, the more they likely

formulate psychological contracts of transaction type. The frequency of communication affects the transfer efficiency. The behavior psychological contracts of peasant households established have positive correlation with their behavior cognitions. The clearer both sides understand the rent information, the more probably psychological contracts formulated, and the better the effect of the transfer is.

Results: The psychological contracts of three dimensions influence the behavior of the peasant households in the process of farmland transfer, which is mainly represented in three aspects: (i) the farmland transfer is a multi-objective decision making of motive restricting psychological expectations, and then influencing behavioral decision making, which is commonly found in the process of the farmland transfer; (ii) the establishment of the behavior psychological contracts of peasant households and the types formulated are concerned with their behavior characteristics of the behavior background, subjective norm and behavior cognitions. Different types of psychological contracts have different effects on farmland transfer; and (iii) the experience of the farmland transfer of the peasant households has a certain effect on their current psychology and behavior of farmland transfer. Assuming the institution and the environment being steady, the behavior of the peasant households will have continuity and stability to a certain extent in the process of the farmland transfer. Therefore, the future psychology and behavior of the farmland transfer may be inferred from present behavior psychological modes.

Conclusions: The psychological contracts are influenced by three aspects, i.e., individuals, organizations and society. The social structure and the cultural factor affect the contents and characteristics of the psychological contracts. The national conditions determine having certain restrictions on the scale of the farmland transfer in nowadays China, which is not appropriate to be in a hurry to succeed. In order to promote orderly, steady farmland transfer, it is suggested that improving policy and system builds steady institutional environment of the farmland transfer, creating conditions of the establishment of the psychological contracts of the peasant households, and guiding their establishing psychological contracts in the relationship dimension. Perfecting market system and appropriately cultivating and developing facilitating agencies of farmland transfer decrease the probability of psychological contracts violated or broken. According to the qualities of labour and culture of the peasant households, guiding them to maintain a positive attitude promotes their behavior decision making of farmland transfer, no matter the farmland transferred in or out.

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IMPROVEMENT OF RELATIONSHIP BETWEEN TEACHERS AND STUDENTS OF CHINA'S LOCAL COLLEGES AFTER COVID-19 PANDEMIC: FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Although the epidemic has eased in China, it is still raging abroad and there is a risk of a rebound. Therefore, domestic college students still have psychological problems such as fear, panic, worry, doubt, depression, anxiety and irritability, which brings tension and pressure to the teacher-student relationship. Positive psychology proposed by Seligman and Csikszentmihalyi in 2000 mainly studies human's positive psychological qualities and focuses on human's health, happiness and harmonious development. It provides guidance and substantial help to those who have inner doubts, confusion or pain, which is instructive for college students and teachers who are still worried in the post-epidemic situation.

Purpose of study: From the perspective of positive psychology, this paper surveys the present relationship of teachers and students of China's local colleges in post-epidemic situation, analyzes the present problems, puts forward effective coping strategies, aiming to create a happy, harmonious psychological environment, establish a relationship of equal status, mutual respect and sincere trust between teachers and students and improve the psychological happiness index of teachers and students.

Subjects and methods: Subjects: the present relationship between teachers and students of China's local colleges in post-epidemic situation of COVID-19. Methods: literature review, questionnaire survey, interview and discussion, statistical analysis, etc.

Study design: Due to the epidemic situation, it is impossible for the author to carry out large-scale experiment in other colleges. The author took 200 students and 5 teachers from one local college as observation objects. This study consists of four steps: (1) Pre-survey and problems analyzing; (2) Coping strategies proposing; (3) Experiment conducting; (4) Post-survey and result analyzing.

Methods of statistical analysis: Software of SPSS 23.0 is used for statistical analysis according to CSV

standard (Character Strength and Virtues: A Handbook and Classification). Software of Nvivo is also used to deal with interviews, accompanied by quantitative research.

Process and results: (1) Pre-survey and problems analyzing. 200 students received a pre-survey, including an online questionnaire with 32 questions (teacher-student relationship satisfaction, teacher-student relationship influencing factors, teacher-student relationship improvement suggestions). Pre-survey shows that students' satisfaction rate of teacher-student relationship is 73%, of which the very satisfaction is only 51.5% (Figure 1). Present problems are as follows: some teachers have personality defects, unwilling to communicate with students, lack the ability to communicate with students, are cognitively biased and disdain to interact with students, while some students are introverted, unwilling to contact with teachers, lacking in family education and life goals. (2) Coping strategies proposing. Under the guidance of positive psychology, strategies are proposed: improve teachers' moral cultivation and strengthen their psychological education, respect students and protect their personal integrity, listen to students with transposition thinking and trust students with mutual understanding. Students pay attention to their own education on life outlook, learn to deal with interpersonal relationship, focus on their own mental health, practice their ability to resist setbacks, establish peer support mechanism. (3) Experiment conducting. Related teachers and students were required to put the above coping strategies into authentic teaching and learning activities and other outside-class interactions. (4) Post-survey and result analyzing. After a semester of experiment, the author conducted a post-survey, with the 200 students involved answering the questions in the online questionnaire. The result shows that the students' satisfaction with the teacher-student relationship increases to 92.5%, of which the very satisfaction increases to 76.5% (Figure 1).
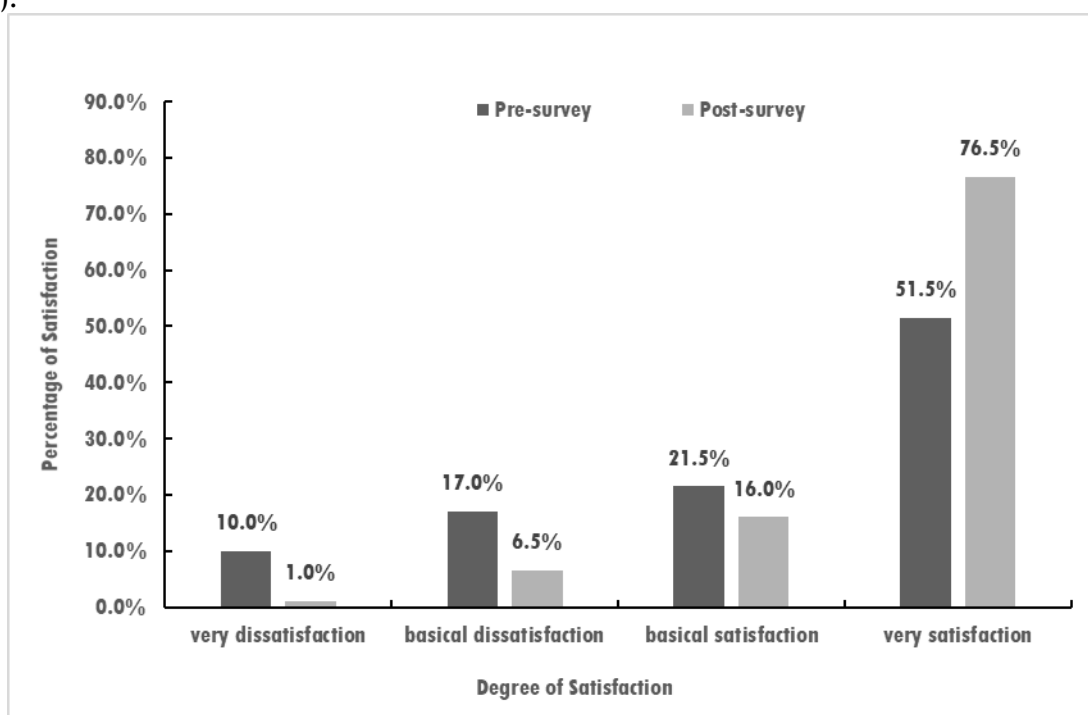
Figure 1. Comparison of teacher-student satisfaction rate between post-survey and pre-survey.

Conclusions: Positive psychology is instructive in improving the relationship between teachers and students of China's local colleges in the post-epidemic situation. (1) Positive psychology is closely related to positive subjective experience such as happiness and individual characteristics. If teachers and students don't agree with each other on the personality, interests, physical conditions, happiness expectations and other aspects, they should strive to attain the mutual respect and sincere trust. (2) Positive psychology explores the positive psychological qualities of human beings and advocates positive self-determination. Teachers should respect students with their self-determination, creativity, wisdom, virtues and other behaviors. (3) Positive psychology emphasizes on the positive influence of social environment, such as family's economic situation, parents' feelings, college's leaders and teachers, campus surroundings and regulations, society's epidemic situation, difficult employment and polarization between the rich and the poor, etc. Therefore, in the teacher-student relationship, teachers should actively guide students to act rationally when they have negative emotions and irrational behaviors.

To sum up, there are some suggestions for college teachers: treat students fairly and respect each student's personality; understand what the students want and meet the needs they expect; inspire students

to self-educate and care for each student's study and life; make full use of weekends and other spare time to promote the free communication between teachers and students.

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ARTISTIC CHARACTERISTICS AND MULTICULTURAL PSYCHOLOGICAL ANALYSIS OF HONG'AN EMBROIDERY

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Background: Hong'an Embroidery is a popular folk embroidery art for female workers in Hong'an County, Hubei Province, China. It is a kind of embroidery decoration made by using steel needles, colored threads, and textile fabrics. It has a long history. According to the records, it began in the Guangwu reign of the Eastern Han Dynasty, prospered in the Tang Dynasty, and prospered in the Qing Dynasty. In Hong'an folk, known as "no women no embroidery" ballad. Hong'an Embroidery is cheap and of high quality, which is of great value for protection and inheritance. In 2008, it was listed in China's National Intangible Cultural Heritage List. In 2010, it was exhibited in the "Activity Area of Chinese Elements" at the Shanghai World Expo. In 2012, it took root in Wuhan Intangible Cultural Heritage Park as a national "Intangible Cultural Heritage" project. In November 2019, the list of organizations under the protection of representative items of national intangible cultural heritage was published, and the Hong'an County Cultural Center was granted the status of "Hong'an Embroidery Living". In recent years, Hong'an County has carried out various forms of skill training for people with non-genetic heritage to further expand the influence of "Hong'an Embroidery Work", so that farmers can find jobs at home and consolidate the achievements of poverty alleviation. However, with the in-depth transformation of China's social economy, it is still facing the impact of modern economy and culture. In this context, it is necessary to carry out research and protection of Hong'an Embroidery as an excellent intangible cultural heritage.

Objective: As a folk embroidery craft with regional characteristics, Hong'an Embroidery is associated with the material and spiritual life of the working people. This paper attempts to analyze and elaborate its folk origin, artistic characteristics and multi-cultural psychology and connotation, in order to deeply explore the aesthetic psychological mode and its mechanism and characteristics in a specific region.

Subjects and methods: Based on combing the relevant literature and conducting in-depth field investigation in various places of Hong'an, this paper combines the theoretical explanation of aesthetic psychology with practical case examples.

Result: First, the folk origin of Hong'an embroidery is analyzed. Then, the artistic characteristics of Hong'an embroidery work are explained, including: first, the process is simple, and the stitch is flexible and original; Second, the pattern theme is rich, the shape is clever and vivid; Third, the color collocation is bold, and the color tone is changeable and exaggerated. Then, it analyzes the multi-cultural psychology of Hong'an embroidery from five aspects, including: first, unsophisticated philosophy consciousness; The second is the profound culture of Jingchu; The third is the spiritual imprint of human changes; Fourth, the emotional beliefs of the military and the people in the old areas; The fifth is the meaning of good and auspicious life. At last, it deeply explores the aesthetic psychological mode and its mechanism and characteristics in a specific region. In a word, it enriches the relevant research of Hong'an embroidery, improves people's understanding of Hong'an embroidery, and helps to enhance the social protection awareness of Hong'an embroidery. At the same time, it also enriches the research on the aesthetic psychological model and its mechanism and characteristics of a specific region.

Conclusion: Hong'an embroidery not only reflects people's simple life concept, the pursuit of a happy life, its formation and development from the side also reflects the folk custom in a specific region, as well as the diversified cultural psychology and artistic aesthetic connotation. The research shows that the aesthetic psychology highlighted in the folk arts and crafts in a specific region reflects the embodiment of people's aesthetics and values in all aspects of this region, and is a psychological model with its own regional characteristics. Undoubtedly, it also comes from people's daily psychological activities such as perception, imagination, emotion and understanding, which are mutual actions, which constitute specific and multiple aesthetic experience. At the same time, its formation is historic, its constituent elements are diverse, and its role is staged.

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PSYCHOLOGICAL DETERRENCE EFFECT OF XU VILLAGE'S ARCHITECTURE

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Background: In the Dabie Mountain area of rural settlements in central China, preserves a considerable construction of traditional Xu village building (the periphery of the village design with walls and the building of the moat), from the building's location, inward architectural layouts, to moats, walls and constitute elements with strong defensive ability, reflected in the end of the Qing dynasty to the period of the republic of China, In the context of continuous social turbulence, there are rich social psychological factors implicit in the design of architecture. In order to protect themselves, the appearance design of buildings often shows the powerful psychological deterrence effect to the attackers. The inner action reveals the inevitable reality and analyzes the influence of the building environment on behavior and psychology.

Objective: To analyze the inducement of local people in constructing the village buildings from a macroscopic perspective, which can meet the thought of peace in psychological research. In short, it refers to how the architectural environment is created to achieve the safety, comfort and pleasure psychological of the residents, and how the architecture deals with the social unrest and restless. Combined with the effect of historical events and social development on the construction of the Xu village's buildings, followed the Xu village's buildings development path, verified the psychological influence of historical events on the public in the turbulent period, thus directly bringing about the formation of the Xu village's buildings, and found out the direct and indirect reasons of psychological factors influence the construction of the architecture. Through various theories of environmental psychology, this paper studies people's behavior in the place and seeks for the relationship between people's behavior and the buildings and the surrounding environment.

Research objects and methods: The main body of the object of study is the Xu village building elements, including stone assembled doors and walls, more peripheral trenches, the suspension bridge, turret, and Other defense facilities, reflects the social order chaos, in the history, the Taiping army, Nian army, Huai army, Xiang army compete between each other in Dabie Mountain area, people to seek comfort of life, have to adopt composite element of defense. This extremely introverted building reflects the defensive psychology of the resident. The defensive psychology has reached its peak and they feel that they are about to be broken at the touch. In the long history of our country, this should be the environmental stimulus of the adaptive level, but this mentality of the public has always existed, judging that it is the ideal level of stimulus.

The research methods include investigation methods, in-depth field investigation and interpretation of the defensive characteristics of the buildings in the Xu villages, and analysis of the psychological reactions of the public. Test method, through the organization of person, to carry out psychological shock effect experience research in the Xu village buildings.

Research Design: 48 famous historical copycats in the whole Dabie Mountain region were investigated, and 10 copycats with intact preservation and strong deterrence ability were selected, and the psychological deterrence ability of personnel was tested.

Statistical analysis method: SPSS statistical software package and double-item technology were used to conduct statistics on the research database and analyze the influence indexes of psychological test. Analogize the reasons for the construction of village buildings and establish a contingency table.

Results: Ancients build Xu village construction is intended to work on, meet the needs of the psychological withdrawal and security reality, is a positive, happy, and worth pursuing experience, thus the village construction can endure for a long time, so impregnable defense facilities become the eternal memory of scenes, shock of the soul is a Method of building, Address the need for self-protection in a time of social unrest.

Conclusion: Dabie Mountain area of architectural defense capability is strong, in the process of the whole building, do not hesitate to use total cost 50% of the money, to build all kinds of defense facilities, is the chaos of the society makes people panic, remote and remote building location selection, layer upon layer of fortification architectural layout and the representative of the "strong" the stone material of choice, for the deterrent to the enemy, This is the instinctive response, also it is the last refuge. So, finally to explore the relationship between the people with the surrounding buildings and the environment, to solve the contradictions and problems between people and the environment, analysis village problems base on the environmental psychology, which is the intersection of Architecture, Planning, and Psychology, only

deterrent effect to reach the enemy heart, will continue to maintain the construction and development.

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A PSYCHOLOGICAL SURVEY ON CONSUMPTION OF DOMESTIC TOURISTS DURING COVID-19 EPIDEMIC

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Background: The COVID-19 outbreak at the beginning of 2020 has greatly impacted China's tourism industry, and even almost stagnated for a period. Fortunately, after months of strict prevention and control efforts, the epidemic in China has been significantly improved, and major tourist attractions have gradually resumed their normal operations while continuing to strengthen prevention and control. However, we can find the typical consumption phenomenon under the background of the epidemic: many hoardings, the change of consumption concept of young people, the increase of online consumption, etc. The emergence of the COVID-19 epidemic has also brought a non-negligible impact on the consumer psychology of domestic tourists, making the tourism market demand tend to be more refined. At the same time, tourists' cognition of COVID-19 epidemic and the new demands of consumer psychology caused by it will have a profound impact on the development of tourism after the epidemic and the measures that tourism should take in the face of the crisis. Therefore, the domestic tourism development direction after the outbreak of identifying needs to be concern focused on the study of the changes in tourist consumption psychology, tourism comprehensive benefits during the outbreak fell under the background of comprehensively, careful analysis after the epidemic characteristics of domestic tourist consumption psychology, and explore the solution in time, local governments, tourism enterprises and tourism academic circles must face an important problem.

Subjects and methods: The psychological state of consumption of domestic tourists after COVID-19 epidemic was analyzed through on-site and online questionnaire survey. The survey was conducted on September 1, 2020, solstice, September 30, 2020. A total of 400 questionnaires were sent out, 395 of which were recovered, 380 of which were valid. Investigation for the disease is a willingness to travel of tourists after questionnaire contents include the basic attributes of respondents with an outbreak of tourists after way of tourism, tourist destination and the choice of type, the base, the propensity to consume, the consumption structure and consumption patterns, etc., from the above aspects can clearly see that the change of the domestic tourist's consumption behavior, and analyze the changes in consumer psychology.

Methods of Statistical Analysis: Using mathematical statistics and cross-analysis Methods to conduct systematic investigation, analyze the consumption psychology and consumption mode choice of tourists after the epidemic, infer the development trend and trend of domestic tourism consumption after the epidemic, and put forward suggestions for the recovery of tourism after the epidemic.

Results: After experiencing the epidemic, the consumer psychological demands of domestic tourists can be briefly summarized as "more health and sanitation" and "more economical", which are mainly manifested in the following aspects:

First, the popularity of group travel is reduced. It can be found from the collected data that 70% of people are not willing to participate in group travel. Indeed, in the context of the epidemic, in order to avoid close contact with strangers as much as possible, domestic tourists in the future will have an increased demand for personalized and individual services such as booking hotels, air tickets and scenic spots on their behalf. As a result, traditional group travel will continue to decline, and there may still be some room for the few group travel businesses that specialize in the sinking market, but the overall market is likely to show a clear trend of decline.

Second, low frequency or contactless tour is concerned. 85% of the respondents believe that the convenience of online payment, reservation system of scenic spots and scenic spots in advance, electronic bill and automatic gate for import and export will be the key considerations of tourists before choosing a tourist destination.

Third, health care, sports projects full of staying power. Influenced by this outbreak, the public is keenly aware of the importance of health. In the survey, more than 80 percent of people said that their attention to fitness, sports, health care significantly increased. Therefore, the sports and leisure category, especially the outdoor sports tourism consumption items will inevitably show a rising trend in the future. But the industry should accurately analyze the supply and demand of the market, a little careless will produce a lot of oversupply, thus forming vicious competition.

Fourth, tourists are more dependent on online publicity and marketing. With the transparency and sharing of information, as well as the strengthening of online life during the epidemic, many tourists will use new media forms such as short videos, live broadcasts and VLOG related to scenic spots, vacation areas or tourist areas to enhance their understanding of the area. At the same time, the scenic spot website online tour, will also form a huge attraction for them. Nearly 90 percent of those surveyed said they would select destinations based on information they found on the Internet.

Fifth, the price is more popular than the high travel items. The long duration of the epidemic and the severe economic impact on people in a wide range of industries have caused people to rethink their consumption behavior. According to the data, 75 percent of people think more money should be spent on savings and deposits, while 60 percent choose to spend a large proportion of their funds on investment, insurance, and financial management. Most people will pay more and more attention to the cost performance of tourism and attach great importance to their own sense of economic stability and control.

Conclusions: After the COVID-19 epidemic, the desire of tourists to travel was obvious because of the depression caused by the long-time home isolation. However, after experiencing this difficult period, their consumer psychology has undergone some changes, and their travel demands are also different from those in the past. Faced with the new demand of tourists after the epidemic, the tourism-related enterprises and the whole tourism industry that have been hit hard by the epidemic should think about solutions more fully, comprehensively, and objectively, and start the road of tourism recovery in an orderly way.

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PROMOTION OF SCHOOL FOOTBALL ON MENTAL HEALTH EDUCATION OF CHILDREN AND TEENAGERS

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Background: In recent years, Chinese campus football is facing a good opportunity for development. In the "China Football medium and long term development plan (2016-2050)" issued by the national development and Reform Commission in 2016, it is clearly pointed out that as an important measure to implement moral education, cultivate and practice the core values of socialism, it is an important measure to cultivate the interest of youth football The basic project of enlarging the size of football population and consolidating the foundation of football talents, making more young students and children love football and enjoy football, making participating in football become an effective way to experience and adapt to social rules and moral standards. In 2019, the Ministry of Education launched the notice on pilot work of football featured kindergartens, which clearly stipulates that kindergartens are the carrier and every 3 years as a cycle. The goal is to expect 10000 football characteristic kindergartens in 2020. And in 2020, it is proposed to include kindergarten into the campus football system. Football is a comprehensive sport which is equal to collective ability, skill, intelligence, endurance and psychology. Children can develop their basic physical activities, such as reaction ability and judgment ability, improve body coordination, and promote the development of skeleton and muscle, divine classics system and digestive system. The school football is the basic project of the development of campus football, and it is the enlightenment stage for teenagers to participate in football. Through the correct, systematic and stable development of children's football, the quality of the reserve force of campus football can be improved, and the sustainable development of campus football can be promoted.

Objective: Football rules play a unique role in establishing good norms for children and teenagers. It not only has a positive role in promoting children's physical and mental health, but also can promote the firmness of children's sports consciousness. The positive influence of parents accompanying children to participate in campus football on their mental health is imperceptible. Campus football activities establish an efficient communication link among school, family and students. Football is conducive to children and adolescents to establish a correct outlook on life, values and world outlook, promote adolescent mental health, and provide a theoretical basis for primary and secondary schools to promote campus football planning, and provide a reference for the development and implementation of campus football policy.

Subjects and methods: This study takes the students of football characteristic kindergartens and primary and secondary schools as the research object, randomly selects the children and primary and secondary

school students in Central China and Western China as the sample, and systematically analyzes the positive influence of campus football on the mental health of children and adolescents by using the methods of literature review, experimental control and logical analysis.

Result: Through the investigation and analysis of the sample, the conclusions are as follows: (1). Football games can promote children's growth and development, and promote children's character to be livelier and more positive, and improve the mental health problems of primary and secondary school students, such as inferiority, loneliness, timidity and cowardice. For example, after participating in campus football activities for a semester, students' physical quality has been greatly improved, they can communicate effectively with teachers, parents and classmates at any time, and overcome psychological timidity. (2). Kindergarten football parent-child fun games make children understand football etiquette, respect opponents, respect referees, etc., form a sense of civilization, improve parents' awareness of sports participation, and form family sports habits; Through participating in football training and competition, primary and secondary school students can strengthen their physique, cultivate their sense of teamwork, cooperation and competition.

Conclusion: According to the survey, most of the introverted children who participate in football have made great progress. Compared with the past, they prefer to take the initiative to participate in sports and communicate with their classmates. They can communicate their ideas with the head teacher in time, and they can actively contact their parents and talk about the situation of the school. A variety of relevant data show that most of the introverted people who do not like to communicate with others have mental diseases. In these students, through participating in football can get a great degree of relief, can prove that campus football has a positive effect on the mental health of teenagers. Relevant departments should formulate football policies according to local conditions and implement them effectively, so as to effectively protect children and teenagers to participate in football and love football.

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INNOVATION AND RECONSTRUCTION OF THE CLASSIFICATION MODE OF PIANO SOLFEGGIO TEACHING METHODS FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: With the continuous improvement of people's quality of life and living standards, music has attracted wide attention from all walks of life. As an important part of the development of music teaching, solfeggio has higher professional requirements. Teachers need to combine the actual situation of students' music learning to improve their music hearing, in order to realize the healthy growth of students in the form of systematic training, students can master the connotation and skills of music in the process of professional training. In the development of music teaching practice, different scholars have made corresponding research on cognitive psychology from their own perspectives. In cognitive psychology, touch and vision are the main parts. In teaching research and practical operation, hearing is still the core. Combined with the specific practice survey results, we can see that the research objects involved in applied cognitive psychology are more complex, including professional and nonprofessional. Professional refers to a group with professional training, while nonprofessional refers to the group without formal music training. If we analyze it from a more micro perspective, then nonprofessional still in the industry is a good learner and a pure listener.

Objective: Academic and theoretical circles clearly put forward that solfeggio teaching is closely related to music cognitive psychology. Based on cognitive psychology, this paper specifically understands the core requirements of solfeggio Teaching from the perspective of music cognitive psychology. Under the background of the new curriculum reform, the value of solfeggio is on the rise. At the same time, the content of solfeggio is more and more rich and diversified. There is not only the memory of vertical harmony, but also the analysis and influence research of horizontal rules. Students need to understand the control skills of music rhythm and pitch under the guidance of teachers, so as to deepen their memory and understanding of music, this has a key role and value in the research and practice of music cognitive psychology. Teachers need to put their time and energy on the strengthening of solfeggio, understand the core requirements of vertical research and horizontal analysis, and realize the close combination and

organic interaction between the two, so that students can combine their own music learning experience to continuously strengthen their own music memory length, and actively realize their benign growth and development through simple, scientific and reasonable training, Improve personal music professional quality.

Subjects and methods: This paper studies the classification mode of piano solfeggio teaching methods from the perspective of cognitive psychology by using the methods of literature research and observation, analyzes the significance of solfeggio Teaching and the important role of music cognitive psychology in solfeggio teaching, and puts forward the innovation path of audio-visual teaching. In the process of Solfeggio teaching, as a music teacher, we should provide students with rich information. However, because of the difference of each student's perception of information, different information will be selected. In the process of teaching, teachers should find the right starting point, which has an important influence on the improvement of the singer's ability of solfeggio. In the process of explaining music problems, teachers should accurately grasp the students' music cognitive psychology, so that students can feel the information stimulation. Teachers should provide students with corresponding help and do music analysis. In the process of receiving information, teachers should provide corresponding guidance according to the students' practical ability of solfeggio. Not only that, consolidate the necessary information. From the perspective of cognitive psychology, through studying students' ability of visual singing, students can fully understand the psychological changes of students. In this way, teachers can find the correct explanation methods, students can also set their mentality, carry out high-quality teaching, learn music with optimistic attitude, and remember the knowledge of perception in the mind. In any case, if the knowledge accepted in class is not digested, it cannot be understood deeply, and only stays in the level of memory. In the time after class, students should consolidate the knowledge they have learned, review them in time, deepen their memory, and combine them with thinking activities to understand deeply. Besides, Solfeggio teaching has its own uniqueness. For the teaching content of solfeggio, students should complete the teaching content independently, and other groups should cooperate. Teachers should arrange suitable homework for students' actual learning level, provide correct guidance to students and help students to practice their ears more efficiently.

Result: In the process of teaching, we can find that solfeggio teaching results are closely related to music cognitive psychology. From the perspective of music cognitive psychology, solfeggio is a weak part in cognitive psychology and music psychology, which is of great significance to cultivate students' musicality. In the whole process of teaching practice, there is a certain relationship between learners' individual learning ability, learning status and applied cognitive psychology.

Conclusion: Under the background of the new era, the content and form of solfeggio teaching have changed. Teachers no longer take simple sound recognition as the main body, but actively understand the specific connotation and essence of different music fields, so as to better realize the auditory training the purpose and requirement of training. In short, in the teaching activities of music solfeggio, due to the differences of students' professional and cultural background, teachers should effectively improve students' music ability, which is the focus of research in the teaching of music solfeggio. From the perspective of cognitive psychology, in the cultivation of students' sight singing ability, students' music literacy can also be improved.

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NONVERBAL SYMBOLS AND THEIR VALUES OF SOCIAL PSYCHOLOGY IN JAPANESE CLASS

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Background: Language is an indispensable tool and way in people's daily life, work, study and social communication. Verbal communication is generally divided into oral communication and written communication. But there is another way of information communication that is often ignored but always used, which is called nonverbal communication. It is mainly reflected in the communicators' facial expression, body posture, eyes, clothing, voice quality, tone and so on, which can more truly express their feelings and attitudes. Because they do not use language with clear meaning, it is called non-verbal communication. Body language, also known as "body language", is one of the most abundant and effective non-verbal symbols. In the process of Japanese classroom teaching, teachers communicate with students through a series of linguistic and non-verbal forms, such as explanation, demonstration, eyes, gestures,

passwords, etc., and organize and manage classroom teaching activities to achieve classroom teaching objectives. This paper briefly introduces the general characteristics of body language, and explains the cultural differences and social communication functions of eye language, body distance language, body touch language and posture, as well as the effects and skills of non-verbal communication in Japanese classroom.

Objective: This paper draws on the relevant theories and knowledge of social psychology and linguistics. This paper analyzes the characteristics of information exchange between teachers and students in Japanese teaching, and the effects and skills of the use of nonverbal symbols in Japanese classroom teaching. The author believes that in practical teaching, Japanese teachers should use nonverbal symbols scientifically, pay attention to the cultural differences and communication functions of body language, effectively express teachers' feelings, attitudes and thoughts, and fully reflect the requirements of teaching content and objectives, so that students can obtain useful classroom communication information, not just nonverbal symbols themselves.

Subjects and methods: The same body language often has different meanings in different cultures, thus representing different communicative functions. Different body language can express the same or similar meaning in different cultures, and play a similar role in social communication. Erving Goff mall, a famous American sociologist, has long been engaged in the study of people's behavior in social activities. He points out that body language has a communicative function that cannot be conveyed by words. The following four body language application problems are elaborated in combination with Japanese classroom teaching.

Results: (1) Eye language and its application. Eye contact is an important way to judge whether the communicators are intimate or not. But the culture of eye contact is very different. Michael iargyle, an American social psychologist, found that people who like each other have more eye contact than those who are indifferent or unfriendly, and the longer they look at each other, the more likely it is that the listener is more interested in the speaker than in the topic. Too much eye contact is always uncomfortable. Most people become nervous and uncomfortable under intense gaze. Always staring at others is usually offensive, making people feel violated or provoked, and never leaving a sincere impression. In Japanese classroom teaching, experienced teachers can encourage the students who study hard with appreciative eyes, and criticize the students who disturb the classroom order with severe eyes. Generally speaking, eye contact between teachers and students should be warm and friendly. For teachers, when explaining demonstration actions, they should pay attention to the students, and the students' eyes should also pay attention to the teachers. In eye contact, drooping eyelids generally means humble, submissive or embarrassed, and wandering eyes means bored and dissatisfied with the content. Teachers' eyes should not stay on a student's face for too long. Too long eye contact always makes students uncomfortable. In Japanese teaching, teachers use appropriate eyes to communicate with students, which can often play an unexpected effect on students' learning and classroom teaching management.

(2) The application of aspect distance. Aspect distance refers to the so-called interpersonal space or interpersonal distance behavior. Body contact language refers to the behavior of using body contact to express specific information in a specific space. The intimacy of the two sides in communication can be reflected by their spatial distance and physical contact. E. T. hall puts forward the term "aspect distance language". He points out that communicators have certain requirements for the field of space, and according to the degree of intimacy between communicators, they can be divided into five categories: intimate distance, personal distance, social distance, public distance and long distance. Personal distance is the transition distance from intimate relationship to general social relationship. Social distance is a kind of social distance, also called politeness distance or "desk distance". Within this distance, the communicators can speak softly, and the conversation is usually in a more formal way. Public distance is the communication distance of formal occasions, within which communicators should speak loudly. The communication and interaction between teachers and students in Japanese classroom teaching is between social distance and public distance. Distance is the communication distance in public places, which is used for public speech and speech. Different cultures have different understanding of specific communication distance. Everyone lives in a kind of covert, which represents the necessary space between the individual and others. The total amount of space needed by individuals is affected by personality and age. Generally speaking, we should pay attention to the appropriate distance. Too far will make people feel uncomfortable, and too close will make people uncomfortable. Japanese classroom is a social place, teaching is a social activity, so teachers and students need to have their own space for social activities. The body distance communication between teachers and students should be kept in a certain space of public communication. For example, the position of students and teachers should not be too close, generally should be kept in 3-5 meters distance. If the distance is too far, it will affect the effect of explanation. If the distance is too close, both teachers and students will feel uncomfortable with each other. Teachers should adjust their position and direction at any time according to the size of the class, the number of students, the needs of explanation and demonstration, the requirements of teaching and practice formation, and make full use of the body

distance information conveyed by distance and space to interact with students, so as to achieve the best teaching effect.

(3) Posture and the use of posture. Body language, such as posture and attitude, conveys more concealed information. Posture often reflects a person's attitude and self-cultivation towards the person he is with. Experiments show that in Japanese teaching, when boys get along with the same-sex students they don't like, it's either very difficult or very relaxed, depending on whether they think the other person is threatening. In this experiment, female students always express their dislike of same-sex classmates in a very relaxed posture. Posture sometimes provides a guide to relationships within a group. You can imagine the conflict between students in Japanese class. At a glance, you can tell who is the initiator of the dispute. To understand the attitude of other students, just look at their posture. The teacher's handling of the incident may mean that he disagrees with the speaker or that he is changing his position. Of course, this does not represent a kind of accurate information, but it is obviously worthy of attention. The posture, tone and expression of Japanese teachers in class can directly affect the classroom atmosphere and students' enthusiasm for practice. Generally speaking, teachers with elegant posture will be respected and loved by students; The teachers with high tone and rich expression have more active classroom atmosphere, and the students are more active in practice. Due to the controllability of many acquired body language, an experienced teacher may successfully control his facial expression, thus making his teaching attitude calm and restrained without losing his generosity. However, a young teacher often does not realize that his teaching attitude is too rigid or too lax. His nervousness and eagerness, and his signs of self-confidence are leaking out from his body posture. It is often said that in Japanese teaching, it is not unreasonable to be proficient in speaking and practicing, to promote explanation by action demonstration, and to use gestures instead of speaking. For young teachers, it is very important to strengthen the ability of action demonstration and develop good posture and teaching attitude.

Conclusions: Language and speech are indispensable tools and ways in people's daily life, work, study and social communication. In Japanese teaching, it is not enough to only rely on language and explanation. If the communication between students and teachers is all completed by language, then the Japanese class will become quite monotonous. As a matter of fact, nonverbal symbols are particularly important in Japanese classroom teaching. They are usually used to make up for the deficiency of speech acts. Nonverbal symbols are mainly reflected in Teachers' feelings, attitudes and postures. In Japanese classroom communication, nonverbal symbols can better express the teaching content and teachers' thoughts. In practical teaching, Japanese teachers should use nonverbal symbols scientifically and pay attention to the communication function and cultural differences of body language in Japanese teaching, so that students can obtain real knowledge, skills and information, not just the teaching method itself.

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PLANNING MODEL OF LOGISTICS DISTRIBUTION PATH FOR PSYCHOLOGICAL INFLUENCE AFTER MATERIAL DAMAGE

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Background: In the 21st century, China has entered an era of rapid economic development, people's material living standards have been greatly improved, the ecological environment has deteriorated, and all kinds of sudden natural disasters occur frequently, which pose a great threat to the safety of people's lives and property. In recent years, the damage caused by natural disasters has not been gradually reduced. In order to reduce disaster losses and stabilize social development, disaster emergency rescue research has become a hot spot of scientific research.

In the actual rescue operations, the victims, as the most important victims, not only suffered the loss of material property, but also suffered a great threat to their lives. The primary goal of emergency rescue at home and abroad is to minimize casualties. Therefore, in the case of frequent disasters, how to meet the rescue needs of the victims in the shortest time, provide timely and effective relief materials, and minimize

the suffering of the victims is an urgent problem for humanitarian logistics. At present, most of the decisions are made in a single cycle, with the maximum satisfaction of time and material quantity as the optimization objective of material allocation, without considering the acceptability of disaster victims to material damage. If the materials are damaged in the emergency rescue, the existing emergency logistics distribution model may lead to the distribution scheme of emergency materials not meeting the psychological expectations of the victims, and even lead to the panic of the victims. Therefore, it is necessary to further study the impact of material damage on victims' psychology, so as to make the emergency logistics distribution more reasonable and optimized in the case of material damage. This paper designs a logistics distribution path planning model. The degree of psychological influence of the affected after material damage is regarded as a psychological cost or price. Based on psychological factors depriving cost, this paper studies the optimization of post disaster material allocation with the objective of minimizing social cost.

Study design: In order to improve the accuracy of distribution of goods in the flow distribution path planning model, the problem of material damage occurred in the process of material transportation.

Methods of statistical analysis: The urgency of emergency distribution is divided, and the single index evaluation matrix of emergency materials is constructed, as shown in Table 1.

Table 1. Evaluation Matrix of Single Indicator for Emergency Supplies.

Goods	Index	1	2	3
Food	P1	1	0.5	0.6
Clothing	P2	0.9	0.4	0.6
Tent	P3	0.8	0.8	0.7
Medicines	P4	0.5	0.6	0.7
Gunny-bag	P5	0.6	0.8	0.8

After material damage, the audience panic and is impressed by many factors, including subjective and objective factors, physiological and psychological factors. To sum up, in the face of psychological changes after material damage, the audience first analyzes the psychological impact, as shown in Table 2:

Table 2. Psychological factors after material damage.

Index		Influencing factor
Psychological factors	Event factors	Emergency scale; type of emergency; time and place of emergency; breakdown of emergencies
	Social factors	Social support; media transmission regional culture; regional systems; government rescue
	Individual factors	Psychologic factor; mental factor; psychological factor educational background; relevant experience; concept of life; physiological property

Statistical analysis methods: Based on this analysis, the logistics transportation efficiency and cost of the rescue site are taken as the analysis index, and the logistics distribution path planning model oriented to the psychological impact after material damage is constructed, as shown in Figure 1.
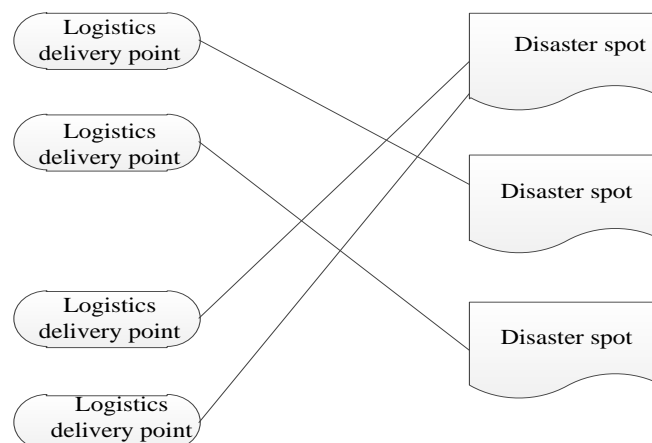
Figure 1. Logistics Distribution Path Planning Model for Psychological Impact after Material Damage.

In the logistics distribution path planning model which is oriented to the psychological influence after material damage, it includes multiple logistics distribution points, which are distributed to three logistics points respectively, and the logistics transportation efficiency of rescue sites is analyzed.

Results: According to the above settings, the logistics distribution efficiency of the logistics distribution path planning model for the psychological impact of material damage is shown in Figure 2.
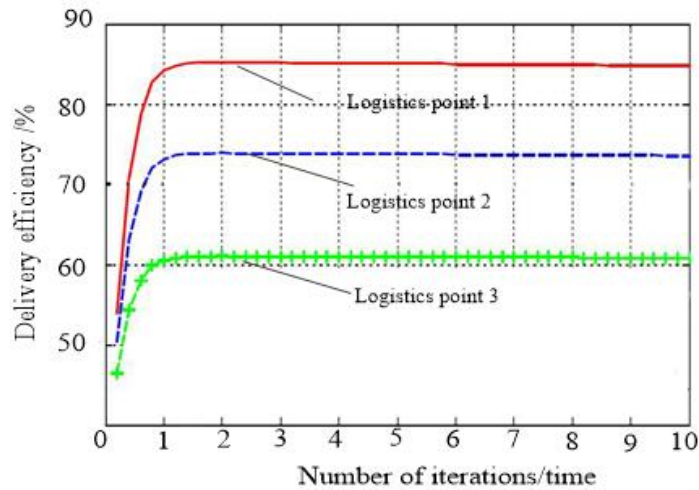
Figure 2. Logistics distribution efficiency of logistics distribution path planning model for psychological impact after material damage.

By analyzing the data in Figure 2, it can be seen that the material distribution efficiency of the three disaster relief points in the experiment is different by using the proposed model. With the continuous change of the number of experimental iterations, the distribution efficiency of the three material rescue distribution points is constantly changing, among which, the logistics distribution efficiency of distribution point 1 is the highest, which is due to the optimal path in the proposed model transportation.

Conclusion: In emergency rescue, the distribution of emergency materials is an important part of emergency management. Reasonable and effective distribution of materials can not only improve the efficiency of emergency rescue work, but also appease the panic of the affected personnel, and provide a guarantee and basis for the smooth development of the follow-up rescue work. On the basis of summarizing the current research situation at home and abroad, this paper analyzes the background of earthquake disaster, considers the psychological factor of material damage faced by disaster victims, and studies the distribution of emergency materials. The results of the study are as follows:

(1) The psychological problems of the affected persons in the face of material damage are studied, the individual factors, event factors and social factors that constitute psychological perception are subdivided, and the age structure and educational background of the representative affected persons, the degree of damage caused by the emergency and the perception time of the affected persons are selected to describe the psychology.

(2) The model is applied to the specific cases of emergency material allocation decision, and the delivery results are compared and analyzed to verify the validity and applicability of the model.

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VISUAL COMMUNICATION EFFECT OPTIMIZATION OF PUBLIC WELFARE POSTERS BASED ON COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a trend of thought and research in psychology that emerged in the West in the mid-1950s. In a broad sense, it refers to the study of advanced human psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem

solving, speech and thinking, etc. The narrow sense is equivalent to contemporary information processing psychology. That is to use the information processing perspective to study the cognitive process. Its historical background can be traced back to the ancient Greek era two thousand years ago. At that time, some outstanding philosophers and thinkers such as Plato and Aristotle had thought about the cognitive process of memory and thinking. For posters, we mainly use vision as the main judging factor, but if we can add other sensory experiences, we can give the audience a new feeling. Public welfare posters have the characteristics of general posters, namely the three elements of the poster's graphics, text, and color. These elements are the main manifestations of posters, which are basically based on simple visual stimuli. This research introduces the perception principles of cognitive psychology into the design of public welfare posters, breaks through the display of a single visual plane, expands the creation of visual works, and creates sensory experiences. In addition to stimulating the audience visually, it is also necessary to innovate in the senses such as hearing, touch and smell to make public welfare posters more interactive.

Cognitive psychology's research on perception shows that people's perception of objective things is based on past experience. The more topics that can attract people's attention, the stronger people's thinking ability. Different from the traditional form of expression, it can visually attract the audience's attention. Studying the visual communication effects of public welfare posters from multiple angles will be a new conceptual thinking. This kind of creativity is not only different from the traditional poster design concept, but also can discover new creative ideas, making the public more immersive when watching the poster. This is a kind of innovation and experimentation, which provides a new design idea for improving the visual communication effect of modern public welfare posters.

Research objects and methods: A total of 90 public welfare poster designers volunteered to participate in this study, with the age range of [25-45]. The designers were randomly divided into experimental group and control group, with 45 in each group. All designers have no psychological or other diseases.

The paper studies the process poster designers of the experimental group and the control group, and observes the visual communication effect of the public welfare posters before and after the experiment. The experimental time was 8 weeks, and in the 8 weeks, the experimental group was given cognitive psychological education for 20 minutes a day, while the control group did not take psychological intervention measures. The experimental group and the control group were designed daily public welfare posters.

After the implementation of the experiment, the two groups of personnel were tested by questionnaire. When all the personnel answered the test papers, they were collected immediately. A total of 90 papers were distributed and 89 were recovered, of which 85 were effective questionnaires, and the effective rate was 94.44%. The effective recovery numbers of the experimental group and the control group were 43 and 42

The data were collected by classification and comparison, and SPSS17.0 software was used to process the experimental data. The statistical method was variance test.

Result: The comparison results of visual communication effect of public welfare posters before and after the experiment between the experimental group and the control group are shown in Table 1 and Table 2.

From the experimental results in Table 1 and Table 2, it can be seen that the visual communication effect of the control group before and after the experiment was very close to that before the experiment, and basically did not change. Taking the overall layout as an example, before the experiment (1.45 ± 0.276) and after the experiment (1.65 ± 0.748), there was no change ($P<0.05$).

Before and after the experiment, the indicators of the visual communication effect of the public welfare posters in the experimental group showed significant changes, and the overall layout was also analyzed, which was (1.72 ± 0.748) before the experiment and (3.85 ± 0.324) after the experiment. It shows that the visual communication effect of public welfare posters can be effectively improved under the intervention of cognitive psychology.

Table 1. Dance training of the control group before and after the experiment ($\overline{x}\pm s$).

	Before experiment	After experiment	P
Color weight	1.31±0.304	1.54±0.628	
Color sense of warmth and warmth	1.45±0.205	1.96±0.385	
Sense of color distance	1.62±0.425	1.79±0.479	
Propaganda significance	1.51±0.368	2.07±0.485	<0.05
Collocation of words	1.47±0.483	1.68±0.451	
Theme style	1.23±0.392	1.79±0.437	
Overall layout	1.45±0.276	1.65±0.748	

Note: *P*<0.05, with statistical significance.

Table 2. Dance training before and after the experiment in the experimental group ($\bar{x} \pm s$).

	Before experiment	After experiment	P
Color weight	1.34±0.441	3.85±0.512	
Color sense of warmth and warmth	1.58±0.485	4.77±0.403	
Sense of color distance	1.69±0.105	3.81±0.305	
Propaganda significance	1.56±0.561	5.10±0.241	<0.05
Collocation of words	1.69±0.574	4.81±0.356	
Theme style	1.88±0.488	3.96±0.281	
Overall layout	1.72±0.748	3.85±0.324	

Note: *P*<0.05, with statistical significance.

Conclusion: As a designer in the new era, we should create more possibilities of public welfare poster design, think from a new angle, and innovate new forms of public welfare poster design from the perspective of cognitive psychology, so as to provide new reference for the majority of designers. We should fulfill the social responsibility, pay attention to the social focus, explore the harmonious development of human and nature, advocate correct values and world outlook, and promote human civilization.

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EFFECT OF PSYCHOLOGICAL INTERVENTION IN DANCE TEACHING

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Background: Sports dance is an international popular fashion sports activity, which is competitive, artistic, fitness and entertainment with the characteristics of sex, sociality and so on, it is gradually loved by the majority of students in Colleges and universities. It integrates fitness and mental health. At the same time, it is not limited by venues and equipment. The amount of exercise can be large or small. It is suitable for people of different ages. Therefore, compared with other sports, it has more outstanding exercise value. However, in the process of sports dance teaching, many college students often show psychological problems such as boredom, anxiety, rebellion and inferiority, which affect the "teaching" and "learning" in sports dance teaching. Therefore, it is necessary to analyze the causes of psychological barriers of college students in sports dance teaching, explore the methods of psychological control, stimulate students' interest and enthusiasm in learning sports dance, so as to make sports dance become a lifelong sports event for college students, and provide reference for improving sports dance teaching.

Subjects and methods: In this paper, through the sports dance teaching college students' common psychological barriers and cause analysis, as follows:

(1) Tired of psychology. The weariness psychology in the physical education dance teaching is to study suddenly cold and hot. Once the difficulty of learning is increased, it is easy to keep up with it for a while, it is easy to be unstable, mentally depressed, slack, or even lose interest in learning and give up not to learn. The reason is: Nowadays, most colleges and universities adopt the system of students choosing sports events by themselves. Therefore, many students have to choose sports dance knowledge because of the examination factors when they cannot choose their favorite items, which has strengthened their confidence and courage to become a talent.

(2) The head teacher should study the students. Studying students is a necessary condition for successful education, and the best way is through activity observation. To understand the style of class and study, to understand the main advantages and disadvantages of the class and analyze the reasons, to understand the general cultural level of parents, to find the weaknesses that need to be corrected; to study the personality characteristics of students (including ability, temperament, personality, hobbies, etc.), to understand the personal living environment, to master which are activists, which are students that need special attention, and so on.

(3) Class teachers should cultivate a group of class cadres with high efficiency. The collective appearance of a class is largely determined by the class cadres. Class cadres play an important role in the class. I call them the left and right hands of the class teacher. Therefore, only by carefully selecting and training cadres, can the work of the head teacher gradually change from heavy to simple and easy.

Study design: This study uses spss20.0 to analyze the average of heart rate data and mental health scale

scores before and after dance teaching, so as to understand the influence of dance teaching on middle school students' mental health.

Results: In order to verify the effect of psychological obstacle counseling in dance teaching, the difference test of psychological health score data before and after dance teaching was carried out to find out whether there was any change before and after the experiment. Firstly, 420 middle school students' mental health scale was obtained by questionnaire method, and the specific results are shown in Table 1.

Table 1. Mental health indicators.

Index	Good people	Number of people with mild problems	Number of people with moderate and upper problems
Interpersonal tension or sensitivity	318	84	18
Study pressure	198	84	138
Poor application	315	63	42
Emotional balance	207	138	75
Psychological balance	357	42	21
General mental health	312	78	30

Secondly, the differences of mental health indicators before and after dance teaching are obtained, and the specific results are shown in Table 2.

Table 2. Differences of mental health indexes before and after dance teaching.

Test index	Before dance teaching	After dance teaching	P
Interpersonal tension or sensitivity	1.55±0.61	1.55±0.61	0.654
Study pressure	2.25±0.86	2.27±0.87	0.863
Poor application	1.64±0.58	1.45±0.59	0.048[*]
Emotional balance	2.03±0.67	2.02±0.87	0.910
Psychological balance	1.45±0.41	1.46±0.56	0.845
General mental health	1.70±0.41	1.66±0.39	0.583

Note: [*]means $P < 0.05$, with significant change; [**]means $P < 0.01$, with highly significant change.

By comparing the mental health dimensions of the control class before and after the experiment, we can find that the mental health indicators of the control class students have changed to different degrees after the experiment. Among them, the interpersonal tension and sensitivity dimension, the dimension of maladjustment, the emotional balance dimension and the overall mental health score all decrease to different degrees, but only the *P* of the dimension of poor adaptation The value was less than 0.05, which means that the poor adaptation dimension had a significant change before and after the experiment, while the scores of learning pressure and psychological balance increased slightly, $p > 0.05$, that is, there was no significant change before and after the experiment. It can be judged that the low sports load plays an important role in the poor adaptation dimension of junior high school students' mental health, but it has no obvious effect on the interpersonal tension and sensitivity dimension, learning pressure dimension, emotional balance dimension, psychological balance dimension and the overall mental health condition.

Conclusions: The problem of students' psychological barrier is an important problem, which cannot be ignored. It is not easy to overcome students' psychological barriers. In the process of teaching students' sports dance skills and improving students' sports level, teachers should persevere, step by step, and seize the opportunity to put psychological health education into teaching practice, improve students' psychological quality, and cultivate students into healthy and qualified talents with all-round development of morality, intelligence, sports and beauty.

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DEVELOPMENT OF MENTAL HEALTH OF ATHLETES AFTER SPORTS COMPETITION

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Background: With the rapid development of sports industrialization and market economy. With the improvement of the technical level of competitive sports, the sports competition is becoming more and more intense. Athletes often because of excessive tension, pressure, anxiety, expectations are too high and other reasons, leading to abnormal performance in competition, poor performance. After competition, the psychological performance of athletes is an important factor affecting the development of sports training. Therefore, it is of positive significance to strengthen the research on the healthy development of the psychological state of athletes after competition.

Objective: Investigate the positive and negative emotional changes of the athletes after the game and analyze the causes. Suggestions are provided for the mental health development of athletes after the competition, to help and guide the good recovery of athletes' mental state and promote the improvement of sports skills.

Subjects and methods: The study looked at the post game psychology of 50 elite athletes from the Huanggang Normal University. After the main use of sports follow-up investigation, through observation, communication form of finishing the athletes after the emotional performance, the coach in charge of interviews, to understand the psychological changes of athletes.

Research design: The 50 respondents were divided into two groups according to the self-recognition of the competition performance, and respectively named the successful group and the failure group. The psychological and emotional changes of the two groups during 0-7 days and 8-14 days after the competition were recorded. The different manifestations of the two groups were classified and the causes were analyzed.

Results and analysis: The psychological and emotional changes of the winning group and the losing group during 0-7 days and 8-14 days were tracked and recorded. It was found that both the successful group and the losing group had positive and negative psychological manifestations, and the causes were different.

The psychology of success: Success is the goal of every athlete's struggle and struggle. Success is not limited to winning the game, standing on the highest podium, but the realization of the value of everyone's goal. Winners' positive emotional performance: excited, excited, aggressive, full of confidence in the future development; Negative emotions: pride, complacency, satisfaction with reality, indulgence in praise, blind confidence, relaxation training, etc.

Loser psychology: In competitive sports, more people are losers. Failure is an obstacle that athletes must overcome on their way to success. The psychological state produced by failure is expressed as emotional response and rational response. Emotional response refers to the crisis emotions such as anxiety, frustration, loss, frustration, denial, and numbness produced by the athletes after being frustrated by the competition. Reasonable reaction is that after suffering setbacks, athletes show a positive attitude of overcoming disappointment, sticking to their goals, finding shortcomings, and daring to fight.

Conclusions: It is found that the mental state of the athletes after the competition is the normal feedback of the competition process and results. Usually because of the performance of the game is good or bad to produce positive or negative emotions, manifested in a variety of forms. Only by paying close attention to the psychological and emotional influence of the athletes, making accurate attribution to their performance, and carrying out targeted psychological counseling, can the coaches help the athletes adjust their training and competition status quickly. Through the analysis of the psychological state of the winners and losers, in order to promote the mental health development after sports, the following suggestions are put forward: Correctly evaluate the results of the competition, and actively guide; eliminate the mental fatigue of competition; self-image repair.

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UNIVERSITY LIBRARY INTERIOR DESIGN ON STUDENTS' LEARNING PSYCHOLOGY

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Background: As the literature and information center of the university, the university library attracts many students with its abundant literature resources, high-quality reader service and pleasant reading environment. While the building environment of the university library satisfies the students' desire for knowledge, the internal design of the library also exerts a subtle influence on the students' learning psychology, changes their reading behavior and transforms their mental state.

In recent years, more and more attention has been paid to the interior design of university library. In the process of studying students' learning psychology, it is found that the internal architectural environment of the library will have a great influence on the readers' psychology, and different internal designs will have different influences on students' learning.

Objective: The internal environment and humanistic environment of university library have an important influence on students' reading perception, emotion and thinking. As a kind of cultural phenomenon existing in the form of material culture, the environment truly reflects the achievements and characteristics of material culture created by human beings in their own development process. The internal environment of the library can truly and effectively reflect the learning situation of the students. The quality of the environment of the university library will directly reflect the cultural and spiritual phenomena of the university, and also directly affect the reading emotions of the readers. Therefore, the internal environment of the library will affect students' learning psychology.

Subjects and methods: A comfortable library environment can effectively relieve students' learning pressure and psychology, help students practice the correct view of learning and establish knowledge thinking consciousness. The interior design of the library can be planned in terms of light, sound, color, air quality and so on. This paper investigates and analyzes the improvement of students' learning psychology from the internal design of the library. By issuing questionnaires, this paper analyzes the effect of a comfortable library environment on students' learning psychology.

Study design: The stratified cluster random sampling method was used to investigate 500 school students in our city. One primary school, junior high school and senior high school in our city were randomly selected, and one class was selected from each grade. A total of 500 copies were distributed to students in 12 classes, 487 copies were recovered, and 466 copies were valid.

Methods: The influence of library interior design on the learning psychology of students in our city was analyzed by Excel.

Results: Different illumination brings different feelings to readers. Readers are excited and excited under bright light and feel happy. Students like to choose a seat near the window or under direct light during learning. A light environment not only affects students' psychological mood, but also affects their perception ability, reading mood, thinking mode and other aspects, so as to improve their learning ability and influence the reading effect. At the same time, noise, color and air quality also have a certain impact on students' learning psychology.

The survey results, using a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said influence, 3 said obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 500 students take average, calculated results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. Influence of library interior design on learning psychology of students in our city.

Factors	Bright	Sound	Color	Air quality
Primary school	4	3	4	2
Junior high school	4	2	3	2
High school	4	2	2	3

Conclusions: Create a good internal environment of the university library, optimize the light environment, and provide students with comfortable reading light; to create a quiet and comfortable sound environment, reasonable use of color, to provide students with a comfortable reading space. All these directions are the goals of the decision-makers, designers and workers in the construction of university libraries. Only by constantly optimizing the internal environment of the university library, can students' reading ability be improved, and their perception ability, emotional orientation and thinking mode be greatly improved. Therefore, optimizing the internal design of the university library can effectively relieve students' learning psychology and promote their own academic improvement.

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APPLICATION OF ENVIRONMENTAL PSYCHOLOGY IN THE PLANNING AND DESIGN OF MODERN GARDEN NURSERY LANDSCAPE

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Background: The construction of modern garden nursery has naturally become an important basic link in the construction of urban landscaping and urban green space system. Landscape design can create a good and comfortable natural environment for occupants. Environmental psychology explores the relationship between occupants and the environment, mainly to meet people's physiological and psychological needs. Considering people's psychological aspects, environmental psychology is applied to landscape design through space shaping, plant selection, color application and collocation, so as to create a modern garden nursery landscape planning and design that meets people's psychological changes in landscape environment. Applying environmental psychology to the landscape planning and design of modern nurseries, we can realize the harmony and unity of environment and people, meet people's psychological aesthetic satisfaction, and arouse people's yearning and active participation in the landscape. In the landscape planning and design of modern gardens and nurseries, the psychological needs of different ages should also be fully considered, and suitable relaxation and rest areas and entertainment areas should be designed. Environmental psychology should be fully integrated into the landscape planning and design of modern gardens and nurseries, and the feelings, behavior habits and psychological needs of different groups should be comprehensively considered to create a good landscape environment that conforms to people's psychological vision.

The main purpose of modern garden nursery landscape planning is to design a more suitable environment for people's life. Therefore, the real feelings of people in the environment are more important than the quality of the environment. Under this design idea, designers have gradually formed a variety of work experience in the past design consideration process, that is, landscape design should be combined with people's actual needs, to establish a close relationship with people's feelings, which is actually the specific performance of environmental psychology applied to modern landscape design, so that designers can design reasonably from the perspective of people. With the further development of humanistic design concept in the field of design, the important position of environmental psychology in modern garden nursery landscape planning and design is further improved, and designers also attach great importance to the practical application of environmental psychology.

Subjects and methods: This paper mainly studies the application of environmental psychology in modern garden nursery landscape planning and design from the path, boundary, area, connection point, logo and color.

Study design: (1) Path: The path is a big frame of the overall environment. Therefore, the modern garden nursery landscape road should have obvious characteristics, four directions, obvious guiding and directional sense, and can be curved and straight in form. Even the detour of the secluded path should have remarkable regularity characteristics indicating that there is a more beautiful scenery ahead of people, bring tourists a psychological expectation.

(2) Boundaries: The landscape boundary of modern garden nursery is not necessarily linear, but it is more linear, with distinguishing, limiting and closing characteristics, such as wall, legal boundary, coastline, etc. The nursery landscape in the boundary should use plants with higher clarity. The boundary of nursery landscape not only refers to the separation of garden and surrounding environment, but also the interior and each area of garden. It protects the psychological needs of tourists for privacy.

(3) Area: The area mainly refers to large-area space, with some similar characteristics, such as dormitory, Zhongguancun, etc., which has different types, and the nursery landscape matching with it is also rich and colorful. From the perspective of environmental psychology, designers should design the nursery landscape in the active area of each age group according to the principle of unity and harmony and retrograde design, and pay attention to the psychological and physiological characteristics of the age group to meet their psychological needs. For example, for the elderly, we should combine the old people's character with the joy of calm and quiet, and yearn for a peaceful and peaceful life state in their hearts, and choose plants with high noise reduction and high ornamental properties, especially the green plants for purifying air.

(4) Connection point: The connection points mainly connect important paths, or the end points of different paths, such as intersections, traffic hubs, etc. The connection point is suitable for the use of tall plants. The remarkable feature of connection point is concentration, especially the aggregation of function. The connection point includes the entrance and exit of grassland, the starting point and the end point of the street in the garden landscape design. The use of tall plants can also be seen directly in the distance, giving tourists certain psychological expectations.

(5) Sign: The sign is an object that people regard as reference point and has obvious characteristics. Generally, it can be seen from a distance, and it is suitable for the use of symbolic plants. The sign in nursery landscape design can be small product form, sculpture form or buildings with historical and cultural connotation. In any area of modern garden nursery, signs can be regarded as the core landscape. The path is found by the features of different places, visual proximity, spatial design and so on. Arouse the curiosity of tourists and enhance the desire to explore

(6) Color: When designers design the modern garden nursery landscape, they often use the basic theory

of color fusion, collocation and comparison to configure plants according to the color changes of different growing seasons. Psychological experts say that when people judge the quantity, they often unconsciously regard 7 as the boundary. Therefore, in the process of nursery landscape planning and design, the plant color should not exceed 7, generally three colors are the most suitable. Therefore, when designing nursery landscape with plant color, it is necessary to ensure that the color is simple to avoid the feeling of disorder.

Methods of statistical analysis: Using web crawler technology to capture the landscape data of modern garden nursery, and using Excel software to sort out the data, and then using the simulation software to carry out the simulation analysis of modern garden nursery landscape planning, get the final simulation results.

Results: The landscape planning of modern garden nursery was carried out for unused and using environmental psychology respectively. The specific planning results are shown in Table 1.

Table 1. Comparison of landscape planning effect of modern garden nursery.

Comparison project	Not used	Used
Is the layout reasonable	Yes	Yes
Is the landscape composition Diversified	No	Yes
Is it adaptable	Yes	Yes
Planning cycle	Longer	Shorter
Planning cost	Lower than expected cost	Higher than expected cost
Satisfaction	Generally satisfied	Very satisfied

By analyzing the data in Table 1, we can see that compared with before using environmental psychology for modern garden nursery landscape planning, the landscape composition of post-modern garden nursery is more diversified, lower than the expected results, and has a higher degree of satisfaction, which can be further promoted in practice.

Conclusions: Environmental psychology is a subject that studies the relationship between people and environment. It explores the optimization between landscape environment and people from the psychological point of view. Studying the application of environmental psychology in landscape planning and design of modern garden nursery and understanding its influence on landscape design can make it more deeply applied in landscape planning and design, and help to design higher quality landscape planning works of modern garden nursery, so as to ensure its healthy and sustainable development and achieve greater economic, social and ecological benefits.

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REFORM OF PHYSICAL EDUCATION TEACHING CONTENT BASED ON EDUCATIONAL PSYCHOLOGY

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Background: The reform of physical education teaching content in China is in the primary stage. In this context, the in-depth study of the reform of physical education teaching content is becoming more and more important. The reform of physical education teaching content has increasingly become the focus of physical education theory workers and practice workers. The significance and focus of constructing teaching mode is to find the way and method of testing and applying theory, promote the transformation of sports theory teaching to teaching practice, provide good guidance for practice, and widely promote practical experience. The significance of comparative analysis is to provide reference for the optimization of physical education teaching content in order to learn from each other.

As the link between psychology and education, educational psychology can not only improve the efficiency of practical teaching, promote the understanding between teachers and students, and lay a solid foundation for the future development of students, but also promote the continuous development of sports theoretical system through the analysis of the problems existing in the teaching process and the summary and analysis of various problems Good. Therefore, in order to give full play to the effectiveness of educational psychology, it is necessary to explore its specific application in the reform of physical education teaching content.

Therefore, in order to improve the effect of the reform of physical education teaching content, this paper studies the reform of physical education teaching content from the perspective of educational psychology, in order to promote the further development of physical education teaching reform.

Subjects and methods: Taking the practice of physical education teaching content reform as an example, the application of educational psychology in the process of reform of physical education teaching content is explained.

Study design: In terms of learning strategies and learning process, a good learning method can achieve twice the result with half the effort. If the learning method is not applicable and scientific, it will waste a lot of time and energy. This phenomenon is common in physical education. Under the application of educational psychology, students' physical education will be greatly inspired in learning methods. The reform of physical education teaching content is divided into two levels: knowledge and skill. Knowledge is the basis and skill is the application. Only by memorizing psychological knowledge on the basis of understanding can we achieve the effect of long-term memory. In addition, memory can be divided into visual memory and tactile memory according to the dominant senses. It is found that the effective rate of visual memory alone is 70%, that of tactile memory alone is 60%, and that of combined memory is 86.5%.

Therefore, according to the physiological and psychological characteristics of students, when carrying out physical education teaching, on the one hand, we should focus on cultivating students' flexible and understanding memory mode. On the basis of full understanding of psychological knowledge, and on the premise of clarifying the relationship between the current knowledge and the previous content, we should memorize the physical education knowledge, instead of blindly rote learning, so as to ensure the correct understanding of what we have learned I have a thorough understanding. On the other hand, in the practical teaching of sports skills training, we should pay attention to the comprehensive use of audio-visual, viewing, reading and other organs. In this way, students' memory function has been fully stimulated, their knowledge and skills have been effectively consolidated, and their practical ability has been effectively improved.

Methods of statistical analysis: Using the methods of literature, interview and case analysis, this paper tests the practical effect of the reform of physical education teaching content based on educational psychology, and uses Tableau Software for data analysis and visualization. In this experiment, the experimental population is divided into two parts, the first part is some university students, a total of 2000 people. The questionnaire was distributed to the students, and the participation enthusiasm of the teaching mode based on educational psychology and the original physical education teaching mode was scored. The score was assigned to 1-5 points, corresponding to the range from poor to excellent. The second part is the school physical education workers, a total of 30 people, the feasibility of the reform of physical education teaching content score.

Results: The score result of students' enthusiasm for participation is shown in Figure 1. The analysis of the above results shows that the teaching mode based on educational psychology can effectively improve students' enthusiasm and participation in sports learning.
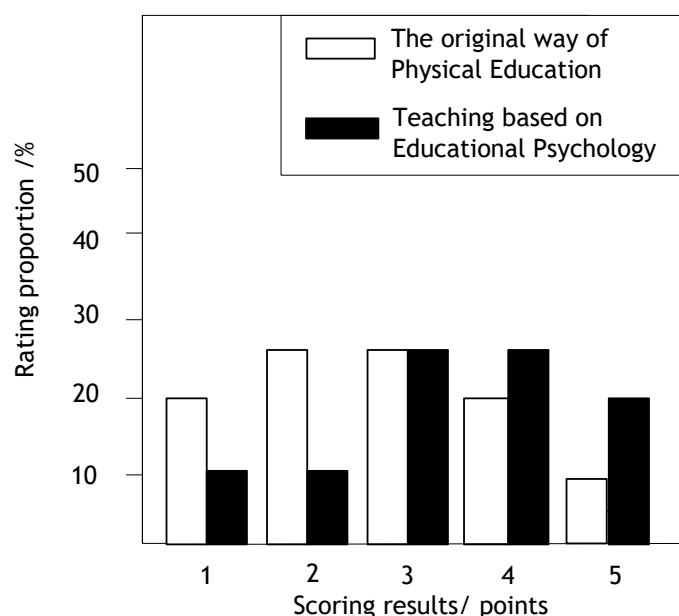
Figure 1. Scoring results of students' enthusiasm for participation.

The results of the feasibility of the reform of physical education teaching content are shown in Figure 2. The analysis of the above results shows that teachers think that the teaching mode based on educational psychology is more feasible than the original one. In the long-term physical education process of teachers, due to the limitations of the original teaching methods, it is not conducive to the long-term development of physical education. The physical education teaching mode based on educational psychology designed in this paper is more feasible and suitable for the modern educational environment.
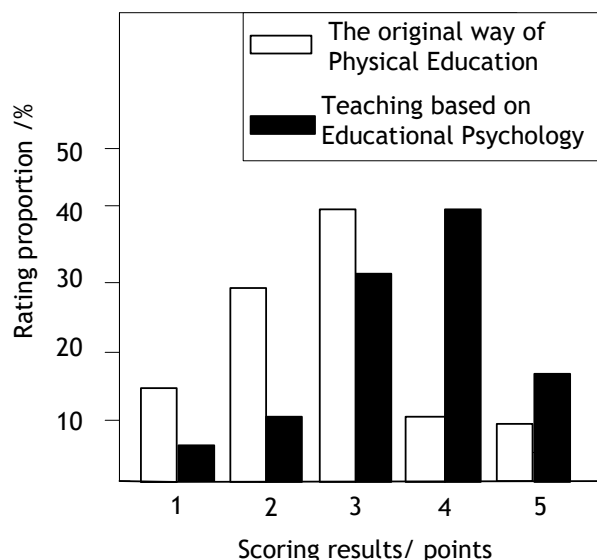
Figure 2. Feasibility scoring results.

Conclusions: Taking the practical teaching of physical education as an example, this paper analyzes the specific application of educational psychology and the results obtained from many aspects. It is believed that it can help people deepen their understanding of educational psychology to a certain extent, and it will play a positive role and profound reference significance for the reform of physical education teaching content in China.

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ROLE AND VALUE OF COLLEGE STUDENTS' PSYCHOLOGICAL ADJUSTMENT IN THE CULTIVATION OF MUSIC ABILITY

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Background: Psychological factors such as psychological reaction, feeling, perception, will, memory and emotion play an important role in the cultivation of musical ability. It controls the singer's physiological skills, influences the expression of students' emotions, and controls the development of singing behavior to a higher technical level.

Musical ability training is an instrument based on the human body. Any human behavior contains a certain, internal psychological factors, no psychological factors of the behavior is not existing. In the cultivation of musical ability, the teacher's soft work and the student's hard work are all for the realization and completion of physiological movements. Therefore, the physiological action of music must be controlled by the mental attention, consciousness and will. For example, teachers often remind students "excited, excited and excited" in classroom teaching, which is because the nerve is not excited enough and the psychological reaction is not strong enough. In addition to talent, a singer's voice on stage depends on other factors, such as mental state, health, mood, confidence and so on, which all affect a singer's voice.

The physiological structure of human brain and other skills forms the material basis and physiological mechanism of music psychological regulation function, and also becomes the material carrier of music emotional activity and sound volition behavior. In music ability, on the one hand, the teacher to explain or

instructions, the students can be a particular area of the nerve impulses to the brain, causing all sorts of feelings, on the other hand, these feelings I feel is divided into lateral branches, and the impulse is transmitted to the vast area of the cerebral cortex by non-specific afferent brainstem network structure system, raise the excitability, stay awake state of alert, make activities smoothly and sound in singing. It can be seen that psychological response plays an important role in the cultivation of musical ability.

Subjects and methods: This paper first expounds the application of psychological adjustment in music culture, then analyzes the significance of cultivating the music quality of college students in our country, and finally, it focuses on the role and value of psychological adjustment in the cultivation of music quality. The test is mainly conducted through data statistics.

Study design: Before the music teaching, the students in the experimental class were psychologically adjusted, and the normal teaching in the control class was conducted. The music literacy after one semester was tested. 72 students participated in the test were collected, and 72 valid papers were collected. The results of the experimental class and the control class were analyzed by SPSS software, and the mean and standard deviation of the music scores were obtained.

Methods: At present, college students have great psychological pressure. Social development has a profound impact on College Students' employment and postgraduate entrance examination. In the face of a large number of problems, some college students may feel that their psychological endurance is constantly challenged, resulting in a large number of psychological problems. Music sound art is an important part of human civilization, which plays an important role in spreading culture and cultivating sentiment. 36 non Music Majors in the experimental class and the control class of a university were selected to carry out music teaching for one semester. They were tested by adding psychological adjustment content and not adding psychological adjustment content in the teaching process.

Results: Because the lyrics of songs are generally short, and many words and sentences appear repeatedly, there are not many text feature words, a total of 4314. As with "audio words", we compared the effects of different number of text features on the experimental results. The experimental results are shown in Figure 1.
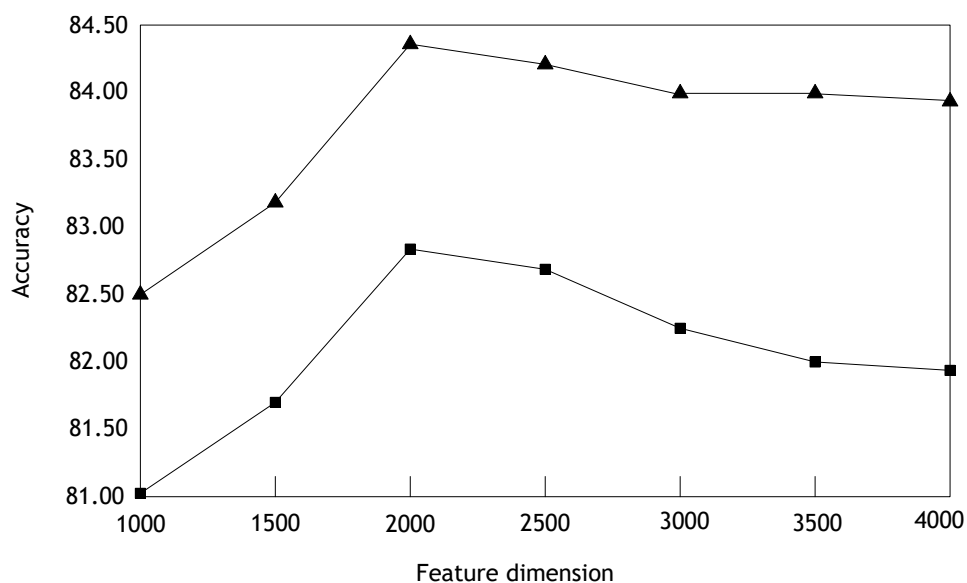
Figure 1. Accuracy of music emotion expression in different dimensions.

As can be seen from Figure 1, for different dimensions of music emotion expression accuracy and F1 value, when the feature increases from 1000 dimension to 2000 dimension, the music ability improves faster, almost 2%, the accuracy increases from 84.5% to 86.3%, and F1 value increases from 84% to 85.8%. When the feature dimension increases from 2000 to 2000, the accuracy and F1 do not change, indicating that the music ability basically does not change.

Conclusions: The above from the psychological reaction, feeling, perception, will, memory, emotion and emotion and other psychological factors discussed the important role of psychological control in music ability training, let us deeply understand the inherent law of singing and voice. In the future singing practice and teaching practice, we will continue to broaden our ideas, enrich the theoretical knowledge of vocal music, play the regulatory role of psychological factors, and improve the music ability of college students, so as to better meet the needs of society.

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IMPACT OF HIDDEN FLOW OF TALENTS IN COLLEGES AND UNIVERSITIES ON THE PSYCHOLOGY OF PERSONNEL MANAGEMENT IN COLLEGES AND UNIVERSITIES

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Background: Young talents in colleges and universities are the most dynamic and creative group in colleges and universities. In recent years, as the relationship between colleges and society has become closer and the trend of personnel mobility has intensified, people have begun to pay more and more attention to the issue of talent mobility in colleges and universities. The so-called hidden mobility means that some college teachers not only want to maintain the stability of their work in public units, but also want to take part-time jobs in their spare time, and ultimately devote a lot of time and energy to their second profession. The main reason for the hidden flow of talents is that the welfare and material security provided by their colleges and universities are insufficient, and other posts in the society can provide them with more benefits. Although for the talent itself, the hidden flow provides more benefits. But for personnel management personnel in colleges and universities, hidden mobility increases their workload and increases the difficulty of personnel management in colleges and universities. This has a certain impact on the psychology of university personnel management personnel. The main work of personnel management personnel mainly belongs to human resource management. Human resource management refers to the use of modern scientific methods to conduct reasonable training, organization and deployment of human resources combined with certain material resources, so that human resources and material resources can always maintain the best ratio. At the same time, it is an activity to appropriately induce, control and coordinate people's thoughts, psychology and behavior, and give full play to people's subjective initiative to achieve organizational goals. Therefore, personnel management personnel often need to apply relevant knowledge of psychology in their work. However, there are few researches on the psychological state of personnel managers, and the psychological problems of personnel managers will seriously affect the scientific nature of personnel management. Therefore, it is necessary to study the psychological changes of college personnel management personnel caused by hidden mobility.

Objective: At present, the hidden mobility of talents in universities is a hot topic in the field of human resource management research in universities, but from the current research, there is more attention to the explicit mobility of talents in universities, but less attention is paid to the hidden mobility. There are many studies on the factors that affect the hidden flow of talents in colleges and universities, but there are few studies on its impact. In addition, there are many researches on personnel management personnel using psychological knowledge to conduct human resource management methods, but there are few researches on their own psychological changes. To this end, this research focuses on the impact of hidden mobility of talents in universities on the psychology of university personnel management personnel.

Subjects and methods: Because the hidden mobility of talents in universities will increase the workload of personnel management personnel, in this process, the psychology of personnel management personnel will change. Investigating and researching this change can help you understand their psychology in time. According to this change, they will be psychologically guided in time to adjust their mentality and better manage their work. To this end, people engaged in personnel management work are used as experimental subjects to test their attitudes towards a series of phenomena of hidden talent flow through the form of questionnaires.

Study design: In order to ensure the reliability and validity of the research, a random sampling method was adopted to select 60 university personnel managers as experimental subjects. After issuing questionnaires and collecting the results of the questionnaires, SPSS was used for data analysis. Judge the main attitude of personnel managers towards the hidden flow of talents.

Methods: Select five representative events from the related events and phenomena of the hidden mobility of talents to conduct targeted investigations. Mainly include: lax state, delaying work, engaging in other business during working hours, arriving late and leaving early, ignoring management personnel. For the above five incidents, the psychological state of personnel management personnel can be divided into: indifferent; relatively dissatisfied; that the phenomenon has a greater impact on their own work; dissatisfied and jealous; seriously affecting work enthusiasm. Investigate the psychological state of personnel management personnel through the above items.

Results: The statistical results of the psychological state survey of personnel management personnel are

shown in Table 1.

Table 1. Personnel manager's main attitude towards the recessive talent flow.

	Lax state	Delay work	Late and leave early	Ignore managers	Engage in other business during working hours
It doesn't matter	3	1	27	0	0
More dissatisfied	9	16	25	8	1
Believe that this phenomenon has a certain impact on one's own work	33	26	5	21	5
Dissatisfied and jealous	0	0	0	0	36
Seriously affected the enthusiasm for work	15	17	3	31	18

According to the data in Table 1, most of the personnel management personnel have a dissatisfied attitude towards the hidden loss of talents. Among them, for slack and delayed work, most managers believe that this phenomenon has an impact on their own work, but only some people believe that this phenomenon affects work enthusiasm. Although some people expressed dissatisfaction with the phenomenon of arriving late and leaving early, it did not cause a serious impact. Regarding the ignorance of managers, many personnel managers believe that this phenomenon has seriously affected their work enthusiasm. For other businesses during working hours, the general attitude of personnel managers is dissatisfaction and a certain degree of jealousy, mainly because of the restrictions of most universities. In addition to the further education and part-time activities of personnel management personnel, when unfairness occurs in the work, personnel in the personnel department will have a certain degree of jealousy.

Conclusions: It can be seen that most of the personnel management personnel are dissatisfied with the hidden loss of talents in colleges and universities, and it will have a certain impact on their work enthusiasm. In order to ensure the quality of talent management in colleges and universities, colleges and universities should suppress the hidden loss of talents in a timely manner, and promptly guide the psychological state of the personnel management department.

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SPECIAL MOVEMENT ARRANGEMENT OF DANCE BASED ON SOCIAL PSYCHOLOGY

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Background: Choreography can bring people aesthetic enjoyment, but choreography is a very hard work, which may lead to students' psychological depression and affect students' development. Therefore, it is necessary to analyze the characteristics of choreography of students' choreography of physical dance from the perspective of social psychology. This is because psychology is a popular subject closely related to people's daily life, which absorbs the essence of various related disciplines, and can provide rich nutrition for related disciplines. In particular, social psychology can reveal the reasons why students have certain characteristics, and can help people understand and explain how the thoughts, feelings and behaviors of individuals are affected by the real, imagined and implied existence of others. The arrangement of movement feeling dance routine is to create the continuous flow of the project, to form a cohesive whole, to show the unique ability, and to shape the personality, style or individual performance style of the athletes. On the premise of abiding by the rules, we should not only have new ideas, but also have unique project style and characteristics, reflecting different novelty, creativity, uniqueness and competitiveness. In order to make the students of dance major develop better and arrange better special movements of dance with body sense, so as to be loved by more audiences, this paper discusses the related problems of social psychology in dance teaching.

Subjects and methods: In order to improve the novelty, creativeness, uniqueness and competitiveness of the students' special movements, this paper analyzes them from the perspective of social psychology, and puts forward some social psychological strategies to improve the level of the students' special movements.

Study design: Through the social psychology method analysis how promotes the student body feeling dance special movement arrangement the effect, thus receives more audiences' affection. The main contents are as follows:

First of all, like body feeling dance does not mean like suffering, but "bitter" and dance is directly proportional, with the first bitter then sweet these four words to describe the body feeling dance is the most appropriate. Students majoring in somatosensory dance hold different attitudes towards hardship, some students are willing to endure hardship, some students are afraid of hardship, how teachers of somatosensory dance should change their attitude towards dance learning is the key to the problem. Attitude change theory belongs to the category of social psychology. If we want to make students interested in learning motion dance and motivate them to succeed, we need to help them develop a positive attitude towards learning motion dance.

Secondly, improve students' metacognition ability. With the passage of time, I believe that the teaching task of the specific movement choreography education of somatosensory dance should not be limited to teaching students dance knowledge and dance skills, but more importantly, to teach students how to learn. The point of view of cognitive psychology holds that: student's learning is an information processing process, that is, the information processing process of the computer is intended to be used in student's learning. Metacognition appears in the process of attention, perception and memory after sensory memory, which occupies a special position in the whole information processing and is a key element to guide learning.

Finally, as is known to all, due to the particularity of somatosensory dance major, the requirements on the comprehensive quality of somatosensory dancers are too high, and the number of people who can really become somatosensory dancers is small, so sometimes people will use the pyramid to describe dance. In fact, it is the most appropriate to interpret dance with the iceberg theory. Every student of the dance major of personal perception has to experience the marathon of the life of physical perception dance. They cannot relax or turn back, and they have to stick to the end, which is the hidden cultivation under the water: moral education. In dance education and teaching, paying attention to the cultivation of human nature is the sublimation of somatosensory dance. This kind of intangible human nature cultivation needs the cultivation of emotion, and should adhere to the principles of cooperation, respect and accumulation.

Methods of statistical analysis: Two methods were used to detect the recognition effect of specific movements in somatosensory dance. A total of 100 recognition experiments were conducted to calculate the recognition accuracy of specific movements in somatosensory dance by different methods.

Results: In order to verify the effect of this method on the arrangement of students' physical dance movements, the audience satisfaction degree of physical dance movements was analyzed and compared with the traditional methods. The number of participants was 100. According to the analysis in Table 1, the audience satisfaction level of the traditional method is 86%, while the audience satisfaction level of the method is 97%. For the lower back dance, the audience satisfaction with the traditional method is 85%, and the audience satisfaction with the method is 91%. The comprehensive analysis results show that this method can achieve a high degree of audience satisfaction.

Table 1. The degree of audience satisfaction with a particular movement in dancing.

Sensory dance movements	The degree of audience satisfaction with a particular movement in dancing/%	
	Method of this paper	Traditional method
Raise one's hand	97	86
Back bend	91	85
Look up	97	89
Takeoff	94	72

Conclusions: In order to improve the effect of the arrangement of specific movements, this paper analyzes the problem from the angle of social psychology, and puts forward some strategies to improve the students' concrete movements arrangement. The results show that this method can effectively enhance the audience's satisfaction with certain movements of the dance, and has certain application significance.

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DEVELOPMENT AND PROMOTION PATH OF EDUCATIONAL CULTURE INDUSTRY FROM THE PERSPECTIVE OF CULTURAL PSYCHOLOGY

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Background: The arrival of the knowledge economy is an opportunity and challenge for all countries in

the world. To keep up with the progress of the times, the most important thing is to develop education, learn the new knowledge and knowledge economy to give education with updated connotation and Status, education has become the overall foundation of the entire economic development. It is almost closely related to economic operation and development. It can be described as "moving one by one and moving the whole body". Education is no longer just an early link in the industrial chain, but also related to various industries. The cornerstone of the smooth development of the chain, it is no longer a unilateral influence, but an all-round radial restriction of economic development. Knowledge innovation requires education, talent cultivation requires education, information transmission and demonstration also requires education, and various operating techniques and management innovations also require education. However, the current development of the education and culture industry is facing many difficulties. How to further deepen the development of the education and culture industry is a hot topic of current research. For this reason, the development and promotion path of the education and culture industry from the perspective of cultural psychology is proposed. The research object of cultural psychology is not behavioral science-style behavior, but actors in culture, or cultural subjectivity. Through the analysis of the psychological products of collective life such as language, mythology and customs, certain psychological motives can be inferred. Cultural psychology is a discipline that studies the interaction between individuals, society and culture. From the perspective of cultural psychology, the meaning of various things or phenomena is given by people, which is the process of information processing by individuals using culture as a medium. Things or phenomena are given different meanings by individuals with different cultures, and individuals respond and adjust their behavior accordingly. The process of education is the process by which people teach the processed culture. Therefore, it is meaningful to study the development path of the education and cultural industry from the perspective of cultural psychology.

Objective: For a long time, people have mainly attributed the cause of education poverty to insufficient capital investment. In fact, this is only the surface of the problem. More in-depth analysis is not difficult to find that the root cause of education poverty lies in the defects of the operating mechanism of the industry and the educational system including investment, school running and management. It is the non-universal nature of the education market and the non-completeness of competition that make today's discussion of the development path dependence of the education industry a major topic of theoretical and practical significance. For this reason, this paper discusses the development of the education and cultural industry from the perspective of cultural psychology. Research on the path is expected to provide a certain reference basis for the reform of the education and cultural industry.

Subjects and methods: As an industry, education is no longer a management in the traditional sense, but also needs to be managed. In the education industry, schools are both operators and producers of consumer goods that directly provide services, and the direct beneficiaries of education consumption are students. Therefore, students can be surveyed through questionnaires to analyze their satisfaction with the school-running organization and Related opinions. Select students from two classes in two schools as the experimental objects. Among them, a school has carried out education and cultural industry reform, while B school still adopts the traditional education model.

Study design: 120 students from two classes in two schools were randomly selected as experimental subjects. The class selected in School A is an experimental class, and the class selected in School B is a control class. Through the form of questionnaire survey, their attitude towards the school can be obtained. Analyzing the results of the survey, students' attitudes were divided into 5 levels: 5 very satisfied, 4 Quite satisfied, 3 commons, 2 Relatively dissatisfied, and 1 very dissatisfied. Taking their attitudes into quantitative statistics, the party with a higher value is regarded as higher satisfaction.

Methods: One month after the construction of the teaching and cultural industry in School A, a questionnaire survey was conducted among two groups of students. The two groups of scores are used to determine the students' satisfaction with the two schools. Compare the scores of the two schools as a basis for evaluating the effects of educational and cultural reforms.

Results: It can be seen from Figure 1 that after the reform of A school, its comprehensive score is significantly higher than that of B school. The overall score of school A is 266, while school B is only 129. In school A, 58% of students are very satisfied with its educational and cultural industry model. Secondly, 28% of the students are relatively satisfied with the model. 11% of students think the effect is average. Only a small number of students think the effect is not satisfactory. Only 5% of the number of people in school B who are very satisfied with the education model. The number of students who think the model is more satisfactory accounts for only 13%. 43% of students think that the teaching effect of this model is average. And 31% of students expressed dissatisfaction with it. It can be proved that the proposed path will help the development of education and cultural industry and improve students' satisfaction with the education provided by the school.
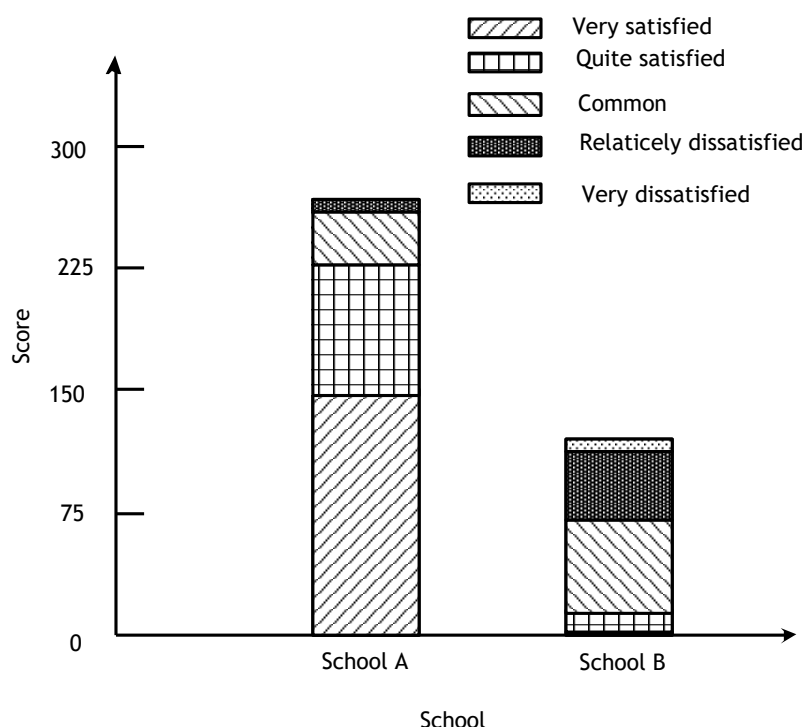
Figure 1. Students' satisfaction with both schools.

Conclusions: With the rapid arrival of the era of knowledge economy, the basic contradiction between the rapid development of my country's economy and the shortage of talents has not been effectively resolved. The speed of talent training in our country is far from meeting the needs of rapid economic development. Researching the development and promotion path of the education and cultural industry from the perspective of cultural psychology will help enrich the methods of running schools, improve the efficiency of running schools, and provide better education services.

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CONSUMPTION BEHAVIOR AND INFLUENCING FACTORS OF RURAL RESIDENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: People's consumption behavior will be affected by their own psychological factors and show a phenomenon of differentiation. Therefore, it is necessary to analyze the consumption behavior and its influencing factors of rural residents from the psychological perspective. Nowadays, most urban residents' consumption units or families are only basic units of consumption activities, not production and operation activities. However, the dual economic functions of rural residents make their accumulation behavior and consumption behavior mixed together, so that their income is no longer the choice between saving and consumption, but between consumption and accumulation. On the surface, there seems to be no difference in this choice, but in fact, the consumption behavior of rural residents will be affected by their own dual attributes and show obvious psychological characteristics. It mainly shows that the rural residents' own economic ability is limited, and their psychology is influenced by their own economic level, and they show relatively conservative consumption behavior. For example, although we think that a large part of rural residents' accumulation belongs to funds with strong liquidity, such as bank deposits, rural residents will not use all their savings for future consumption, but will make choices based on the comprehensive consideration of the cost of multiple lives. The reason of this phenomenon is closely related to the psychology of rural residents. Therefore, this paper analyzes consumption behavior and its influencing factors from the psychological perspective, in order to accurately grasp the psychological factors of rural residents' consumption behavior, and thus to have a deeper understanding of the consumption behavior of

rural residents.

Objective: Farmers, who account for the vast majority of the population, have relatively low overall consumption level and great potential and room for development. Therefore, it is of great significance to deeply analyze the deep-seated causes of the current insufficient consumption of farmers and explore the possible countermeasures to expand domestic demand and promote economic development.

Subjects and methods: From the perspective of social psychology, this paper analyzes the consumption behavior of rural residents and its influencing factors. 60 rural residents from different cities are interviewed. The time of each interview is 1-4 hours, which is divided into two times. The first time is mainly to understand the family situation and personal growth process, and to establish a trust and friendly relationship with the interviewees; The second one focuses on the intergenerational influence of consumer behavior; At the end of each interview, the interviewee will receive a reward of 200 yuan. The total interview time is 100 hours. The interview outline is divided into four parts: (1) The background of the respondents; (2) Respondents' family situation, such as intergenerational values collision, family interaction mode, family experience events, etc.; (3) Personal consumption habit and family consumption habit; (4) Consumer behavior, especially brand choice. Excel software was used to calculate the interview results.

Results: Analysis of the interview results shows that the different factors affecting rural residents mainly include: Perceived risk, age and education level, gender, environmental sensitivity, growing place, family income, etc.

Because of the restriction of economic conditions, most rural residents generally have a more conservative consumption psychology, so they will pay more attention to the price of goods from the economic perspective when shopping. In the survey, the vast majority of residents' living expenses are only from agriculture. Because it is not easy to make money, they try to reduce their spending when shopping, choose goods with high utility and low prices, and form an economic purchase behavior, which is mainly affected by their psychological prediction of their own economic ability. According to the statistical results (as shown in Table 1), when rural residents buy commodities, especially food and consumer durables, they are less affected by the promotion forms such as product advertising and discount treatment. They often understand the performance and quality of products by reading product manuals and identifying brands according to their knowledge and ability, which belongs to rational purchasing behavior. The respondents said that when they buy food, they pay great attention to the product's instructions, delivery date, shelf life and trademark, and do not like to buy food at mobile stalls. When talking about the purchase of clothing, rural residents said that they are willing to buy according to their personal economic situation and preferences, and will not blindly follow the social trend, not pay attention to fashion, not pay attention to high-end, and like plain and elegant clothing.

Table 1. Purchase proportion of different types of goods.

Purchase of goods	Clothing	Daily necessities	Furniture	Household electrical appliances	Food
Commodity ratio	3.7	49.5	0.2	0.1	46.5

Conclusions: From the perspective of psychology, it can be found that the main cause of rural residents' conservative consumption behavior are psychological factors. Therefore, it is necessary to guide rural residents' consumption reasonably, so as to promote domestic demand and expand consumption. The main strategies are as follows: 1. To create a reasonable consumption demonstration can guide the reasonable consumption of rural residents from the perspective of psychology. Irrational comparison and demonstration effect play a catalytic role in the non benign expansion of consumer demand. To control the non benign expansion of consumer demand, we should start with rational consumption demonstration. Through broadcasting and the media, we should not only exaggerate the changes in food, clothing and use, but also introduce scientific consumption knowledge, norms and experience to help farmers determine reasonable consumption expectations, cultivate their consciousness of consumption and the ability to rational consumption decisions-making, reduce the randomness and blind imitation of consumption, and play down the phenomenon of emphasizing name but not reality. Improving the consumption environment of hardware and software is the key to guiding the consumption of rural residents. 2. Strengthen the construction of rural infrastructure, provide a good hardware environment for farmers' consumption, reduce the psychological urgency of rural residents, and promote their rational consumption. Therefore, we can strengthen the construction of public education and public medical security system, improve the stock of rural human capital and the quality of rural residents, improve the initial conditions for farmers to enter the market, and improve and stabilize the income expectations of farmers. We should also speed up the

construction of the land property rights system, provide stable system expectations and market expectations for farmers, increase farmers' income, further stabilize farmers' income expectations, and have a positive impact on farmers' consumption behavior and consumption trend. Finally, we should follow the principle of moderate development, pilot the development of rural consumer credit policy, gradually eliminate the constraints of the consumer credit system, and change the expected consumption into immediate consumption, so as to realize the reasonable guidance of rural residents' consumption behavior from the perspective of psychology.

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EMBODIMENT OF HUMANISTIC PSYCHOLOGY IN THE ECOLOGICAL ENVIRONMENT PROTECTION OF TOURIST ATTRACTIONS

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Background: Background: With the development of tourism, especially the development of historical and cultural heritage as a tourism resource, the destruction of the human and ecological environment has continued to deteriorate. For example, serious architectural pollution and destructive construction, serious destruction of cultural relics, proliferation of antique buildings, destruction of local traditional culture and customs, the sale of imitation antiques in tourist attractions, uncivilized tourist behavior by tourists, etc., these tourist activities not only destroy tourism The natural landscape of the district has reduced the value of cultural tourism resources, and will even cause irreparable damage to it, and at the same time have a negative impact on the local traditional culture. Although my country's Environmental Resources Protection Law has relevant provisions on the development of tourism resources and ecological environment protection, it has played a certain role in the protection and development, planning, construction, and management of scenic spots and key cultural relics in my country. However, it involves the content of humane ecological environmental protection is scattered and scattered, and there is a lack of regulations on rectifying the destroyed ecological environment. The protection of the humane ecological environment is a systematic project. Compared with developed countries with high levels of protection of the humane ecological environment abroad, my country's humane ecological environment management system is not perfect. Therefore, the humane ecological environment needs to be protected in the development of tourism resources, and analyze the main factors that cause the destruction of the ecological environment of tourist attractions from the perspective of humanistic psychology. Humanistic psychology refers to human rationality, emphasizing human value and respecting human needs. Individuals are the process of understanding self-concept through the cognitive process of their own behavior, attitudes, feelings, desires, motivations, ideas, etc. In the humanistic psychology, the motives of environmental destruction can be divided into negative environmental attitudes, habitual behaviors, negative conformity psychology, and personal entertainment needs. Master the motives of destroying the ecological environment of the scenic spot, so as to control the destruction of the ecological environment of the scenic spot from the root.

Objective: Scenic spots are mostly distributed in high mountains and deep valleys, areas that are difficult for humans to reach, and religious areas. The ecology of these areas is often extremely fragile and can easily cause irreversible damage to the natural ecosystem. Another example is the Beijing Forbidden City, the Great Wall and many other ancient human sites, ancient buildings and other historical relics. With their extremely high historical, cultural and artistic value, they have become precious world cultural heritages. Once they are destroyed, they cannot be restored to their original appearance. Even if it pays a huge price to imitate, its meaning is completely different. Therefore, this paper investigated the relevant personnel who caused damage to the scenic spot, and analyzed their psychological state through the data results.

Subjects and methods: Tourists' uncivilized tourism behavior is an important reason for the imbalance of the humane ecological environment ecosystem. Many tourists engraved on ancient trees, inscriptions, ancient architectural beams and pillars, trampled on the surface vegetation, picked flowers and trees, and threw garbage everywhere in the tourist area. These bad habits seriously damage the cultural landscape

and reduce the value of cultural tourism resources. As a result, vegetation in the scenic area is scarce and plant diversity is reduced. In the process of ecological environmental protection in this scenic spot, it is necessary to consider humanistic psychological factors, that is, the psychology of environmental destroyers. For this reason, this research takes environmental destroyers as the research object. Conduct interviews and investigations.

Study design: In order to ensure the reliability and validity of the survey results, a random sampling method is adopted. Fifty environmental destroyers were randomly selected to conduct interviews and investigations. Enter the experimental results into SPSS for statistical analysis. Compare the data results obtained. Analyze the psychological state of different individuals when they destroy the environment.

Methods: In order to verify the relationship between humanistic psychology and uncivilized tourism behavior, the ecological protection of scenic spots was carried out from the perspective of humanistic psychology, and the psychological state of saboteurs was investigated. The environmental protection system of the scenic spot is formulated according to its psychological factors, so as to highlight the humanistic psychological characteristics in the environmental protection work of the scenic spot, and fully reflect the respect and care for people. On the basis of respecting tourists, from their psychological point of view, manage their travel behavior in scenic spots. Interviews the tourists with sabotage behavior, categorize the results into four kinds of psychology, and conduct SPSS data analysis.

Results: The results of the interview are shown in Table 1.

Table 1. Different individuals destroy environmental psychological states.

	Pollution of cultural relics	The surface vegetation in the scenic spot was trampled arbitrarily	Flowers and trees are picked	Throw garbage everywhere
Negative environmental attitude	3	2	4	4
Habitual behavior	0	8	1	4
Herd mentality	5	0	3	0
Personal entertainment needs	6	1	9	0

It can be seen from Table 1 that for each sabotage behavior, the main psychological state of the individual is quite different. First of all, in terms of pollution of cultural relics and historical sites, most tourists focus on entertainment and herd mentality, while a small number of people are due to their negative attitudes towards environmental protection. In terms of trampling on vegetation, most people are out of habit, but also because of their weak awareness of environmental protection. In terms of picking flowers and trees, more tourists are due to their own entertainment needs. In terms of littering, it is mainly due to tourists' negative attitudes towards the environment and their usual bad habits.

Conclusions: The occurrence of environmental damage behavior is closely related to the attitude, motivation, negative environmental psychology and irrational decision-making of the actors. This research attempts to explain the motivations of environmental destruction behaviors in tourist attractions from the perspective of humanistic psychology, and uses this as a basis to explore related governance models, in order to provide a certain reference for the ecological environment protection of tourist attractions.

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ANALYSIS METHOD OF COLLEGE SPORTS ATHLETES' PSYCHOLOGICAL STATE BEFORE COMPETITION BASED ON BEHAVIORAL PSYCHOLOGY

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Background: Nowadays, with the rapid development of competitive sports level, the requirements for college sports athletes in all aspects are increasingly high, especially the requirements for psychological ability. To achieve excellent results in the competition, not only depends on the physical quality and athletic skills, but also to improve the ability of athletes to withstand various psychological pressure in the

competition. Therefore, it is necessary to strengthen the psychological training of sports athletes. Competition behavior and facial expression are one of the most important explicit forms of psychological state, which can often reflect the psychological state of athletes in training and competition. Through professional statistical analysis of specific external behavior of athletes, combined with the measurement of special indicators, the psychological characteristics of athletes can be determined.

In order to get excellent results in the competition, we should not only improve the level of sports skills, but also strengthen the psychological training and improve the ability of psychological adaptation, so as to withstand various tests of life in the competition. Therefore, from the perspective of behavioral psychology, it is necessary to conduct a thorough and systematic combing of the current chaotic pre-competition psychological research of college sports athletes, so as to form a clear and clear system of psychological characteristics, in order to enhance the pertinence, systematisms and authority of pre-competition psychological regulation of college sports athletes. Therefore, this paper analyzes the pre-competition mental state of college sports athletes from the perspective of behavioral psychology, which lays a solid foundation for the design and implementation of the follow-up training plan.

Subjects and methods: In order to comprehensively analyze the psychological state of college sports athletes before the game, this article selects the physical education majors of a normal college sports college and the students of the social sports majors as the experimental objects, all aged 19-21 years old, of which 20 students majoring in physical education It is the experimental group, and 20 students majoring in social sports are the control group. Before the experiment, the pre-match mental state of the two groups of students was tested, and the results showed that there was no significant difference in the pre-match mental state of the students before the experiment.

Study design: The training progress, training frequency, training equipment and testing standards of the two groups are the same. The control group used traditional training methods and did not focus on special psychological training methods. The experimental group used targeted psychological training methods. Implementation plan: Before the experiment, two groups of students participated in a sports competition in a certain city to compare their mental states. In the experiment, 20 students majoring in physical education in the experimental group were mentally prepared before the competition, and various psychological training methods were used throughout the experiment to train and adjust the experimental group.

In the four behavioral psychology of excitement, tension, negative state, and blind self-confidence state, the psychological state of the two groups of students before the game after the suggestive psychological training is analyzed.

Methods of statistical analysis: The mental state of the sports players before the game was compared, and SPSS19.0 was used to statistically analyze the two sets of data.

Results: After suggesting psychological training, the pre-match psychological state of the two groups of students was analyzed. After five weeks of psychological training, the two groups of students were asked to fill out the questionnaire again. The scores are shown in Table 1.

Table 1. Analysis of the psychological state of the two groups of students after the suggestive psychological training.

Dimension	Test group	Control group	P
Excited state	1.32±0.60	1.51±0.60	$P<0.05$
Tension	1.15±0.53	1.52±0.53	$P<0.05^{**}$
Negative state	0.95±0.41	1.33±0.43	$P<0.05^{**}$
Blind self-confidence	1.23±0.55	1.78±0.57	$P<0.05^{**}$

It can be seen from Table 1 that the scores of blind self-confidence, tension, and negative state of the experimental group students are significantly different from those of the control group, indicating that the implied psychological training has an effect on the blind confidence, tension, and state of the students before the competition. The negative state of these mental states has more obvious effects.

Conclusions: After 18 weeks of implied psychological training for physical education students, the results of the psychological state questionnaire test showed that after the implied psychological training before the game, the blind confidence, tension, and negative state of the students have a better effect. Physical education majors have a weak foundation, and their mental state is much worse than that of professional athletes. The results show that the students who have undergone pre-match psychological training are far higher than those who have not participated in the game. Therefore, in order for students to achieve good results in the game, it is necessary not only to have a solid basic skill, but also to have a pre-match mentality. Adjustment is also very important.

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ROLE OF PROPAGANDA PRINTS IN PROMOTING NATIONAL IDENTITY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: According to the attitude theory of social psychology, people's sense of identity is a relatively stable and lasting psychological reaction tendency, which is an internal psychological structure composed of cognition, emotion and intention. People's sense of identity formation mechanism is the main body in the disseminator, mode of transmission, identity and spread, under the function of situational factors such as psychological activity in people's obedience, assimilation, internalize the three stages, people's psychological attitude through, utilitarian obey development of passive to active, voluntary approval, finally realize people's identity. For a long time, there has been a loyal, lasting and strong sense of belonging to "China" in the hearts of people of all ethnic groups in China, that is, Chinese identity, which includes Chinese land identity, Chinese national identity and Chinese state identity. The four basic connotations of identity and Chinese cultural identity are influenced by traditional established factors, persistence factors, inheritance factors and selection factors, which in turn are closely related to the satisfaction degree of acquired needs to realistic interests. The restriction of various factors has an important influence on the identity of ethnic Chinese. From the perspective of social psychology, it can be seen that in terms of being endowed, it is the strengthening of the historical identity that produces such identity that gets rid of the haze of historical nihilism. Analyzing their choice from the perspective of social psychology, we can see that starting from the driving role of interests, starting from the legal and institutional aspects, we can truly and thoughtfully realize the interests of a certain group and satisfy their pursuit of legitimate and reasonable interests. However, these two aspects are a whole, they cannot be independent or partial, and neglecting either of them could have extremely serious consequences. Therefore, strengthening people's Chinese national identity from the perspective of social psychology plays an important role and significance for social stability and national harmony, and for the great rejuvenation of the Chinese nation. Therefore, this paper focuses on the promotion of propaganda prints to people's sense of identity from the perspective of social psychology.

Objective: The simple propaganda and education will turn into pale preaching, so in the process of propaganda and education, we should grasp the psychological state of students and analyze the psychological state of learners from the perspective of social psychology, so as to improve the persuasion of propaganda and education. Therefore, one can flexibly analyze educational identity through social psychology. Publicity print is an effective means of verifying whether printed matter aims at improving people's identity from the perspective of social psychology.

Subjects and methods: Printmaking is made by printing the marks left by various knives on the wooden board, or with some special texture effects, and transferred by ink. The biggest advantage of printmaking is that it is highly reproducible. In ancient times, it played a great role in propaganda. Social psychology emphasizes the interaction between society and individuals, the discussion of social situations, and the internal psychological factors of individuals. Therefore, the relational methodology based on the perspective of social psychology focuses on exploring the role of propaganda prints in promoting people's sense of identity from the perspective of cultural value, and it can undoubtedly give more insightful and rational answers to many practical problems.

Study design: There are many classifications of modern prints, such as wood prints, copper prints, silk-screen prints, lithographs, digital prints, and comprehensive effect prints based on the materials used. This paper selects 100 prints for research, evaluates the role of these 100 prints in promoting people's sense of identity, and sets specific evaluation conditions in the evaluation:

(1) Printmaking has the function of education, and the score is 20;
(2) Printmaking has the function of ideological and political education, and the score is 20;
(3) Printmaking has the function of image shaping, and the score is 20;
(4) Printmaking has the function of enhancing people's sense of identity, and the score is 40.

Use SPSS13.0 software for data management and analysis.

Results: The attitude change theory in social psychology provides a theoretical reference for studying the promotion effect of propaganda prints on the people's sense of identity. Table 1 shows the evaluation results of the promotion effect of propaganda prints on the people's sense of identity.

Analyzing the data in Table 1, it can be seen that in terms of educational function, ideological and political education function, image shaping function, and function of enhancing people's sense of identity, publicity prints have all received higher scores, indicating that they can play a certain role in publicity, and in publicity. In the process, it plays a role in guiding the people's public opinion, thereby enhancing the people's sense of identity.

Table 1. Evaluation of the role of propaganda prints in promoting people's sense of identity.

Function type	Score
Educational function	18
Ideological and political education function	19
Image shaping function	15
Enhance people's sense of identity function	35

Conclusions: At present, China is in the period of social transformation, which is not only an opportunity period for development, but also a period of contradiction. There are many factors that affect the sense of national political identity in this period. These factors have a negative impact on maintaining the social and political stability of our country, and must be solved to enhance the sense of national identity. Let the Chinese identity become a bond, maintain the harmony of the blood and national harmony of the various ethnic groups in China, let the Chinese identity become a bridge, lead to the stability of the frontier ethnic regions and the final completion of the great cause of the reunification of the motherland, and let the Chinese identity become a force. It inspires us to realize the great rejuvenation of the Chinese nation. In this process, with the help of social psychology theory, should give full play to the role of publicity prints.

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MODERN ART APPRECIATION COURSES ON STRENGTHENING STUDENTS' PSYCHOLOGICAL ENDURANCE

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Background: Modern art appreciation course is an important course reflecting college students' spiritual life. It reflects people's spiritual world in an all-round way and profoundly influences people's psychological activities. Not only because of its powerful cultural imagination and cultural identity function, it has become a social and cultural phenomenon closely related to people's lives. In today's market economy, the pressure of competition between individuals is increasing, and this kind of competition is also unavoidable for contemporary college students. Facing all kinds of competition and pressure, especially employment competition and pressure, coupled with the tension of interpersonal relationship, the psychological problems of college students are increasing, and their mental health is worrying. The research on the effect of mental health course is not only conducive to improving the mental health level of college students and promoting their more comprehensive development, but also conducive to improving the quality of mental health course and perfecting its deficiencies and defects. In addition, many poor college students have to bear huge economic pressure and heavy psychological burden. These psychological problems are closely related to personality problems. Because from a psychological point of view, personality is a core part of a person's psychological structure, is the unique psychological characteristics that distinguish a person from another person. College students generally exist a variety of psychological problems, often manifested as the distortion of psychological personality development and different degrees of personality disorders. In the face of various psychological problems of college students, this paper studies the influence of modern art appreciation courses on enhancing the psychological tolerance of college students.

Subjects and methods: Two classes were randomly selected from the first-grade students of the same major, with 35 students in each class. The subjects were 18 to 22 years old. The research objects are divided into the research group and the control group, and the students in the research group are added part of the class hours in the mental health education course to supplement the content of modern art appreciation course. The control group only offered ordinary mental health education courses. In order to analyze the influence of modern art appreciation course on Strengthening Students' psychological endurance, Cattell's 16 personality tests were carried out at the beginning and end of the semester by using the "control group pre-test and post-test design".

Study design: The course design of modern art appreciation in this study adopts the design idea of film appreciation and group activities. The course is bi weekly, and each course is 4 class hours. A total of 9 courses are designed in 18 weeks of a semester. The first and last courses are basic theory courses and comprehensive discussion courses. In the other seven courses, one inspirational film is arranged and a

theme is designed. The seven films are Forrest Gump, Shawshank's redemption, when happiness knocks on the door, spring of the cattle herd, Harvard Road, college entrance examination 1977 and with you.

The specific curriculum design of this study includes four factors: inspirational film, students, teachers, viewing and discussion environment. The course is divided into three stages: before, during and after the view of the shadow. Before viewing the film, the instructor will send and guide the students to fill in the pre-test questionnaire, select the appropriate inspirational film, and introduce the plot outline and course theme to the students. The teacher in the film watching should keep interaction with the students at any time, including observing the students' emotion and behavior response, guiding the students to pay attention to the details in the film, answering the questions raised by the students at any time, and solving other emergencies in time. After watching the film, the instructor guides the students to fill in the post-test questionnaire and organizes the discussion among the students, including the understanding of the film, the understanding of the subject of the course and the awareness of their psychological response.

Methods of statistical analysis: SPSS16.0 was used to process the data. The questionnaire was sorted, coded and entered into SPSS16.0 database. The data were analyzed by paired sample *t*-test.

Results: The comparison of factor scores between cartel 16PF experimental group and control group after semester is shown in Table 1.

Table 1. Comparison results of Cattell 16PF sub factor experimental group and control group after semester.

Project	Experience group	Control group	*t*
Anxiety factors	5.37±1.21	5.60±1.35	0.66
Introversion and extroversion	8.46±1.42	8.10±1.31	-1.03
Cowardice and decisive factors	5.43±1.71	4.93±0.84	-1.61
Psychological endurance factors	24.57±4.95	23.69±4.13	-0.88

According to the data in Table 1, anxiety factors in the experimental group have been reduced, while the scores of introvert and extrovert factors, cowardice and decisive factors and psychological endurance factors are all increased. The indicators of personality factors in the experimental group are higher than those of the control group, showing positive changes.

Conclusions: The course of modern art appreciation has a positive impact on the improvement of students' psychological endurance by improving their personality, adjusting their mentality, improving their self-confidence and stabilizing their emotions. Different styles and contents of modern art can affect all aspects of College Students' psychological endurance in a variety of ways. It is necessary to supplement the content of modern art appreciation course in the mental health education course, and construct the community of modern art appreciation and mental health course.

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PSYCHOLOGICAL CHANGES OF ATHLETES IN TRADITIONAL NATIONAL SPORTS EVENTS

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Background: With the penetration of sports science and technology and the continuous changes of social culture, competitive sports has evolved more and more fierce and cruel, and more athletes participate in high-level sports. Athletes only rely on super-load physical, technical and tactical ability training, to win the competition has been quite difficult, coaches and athletes should be deeply aware of the importance of strengthening psychological training. National traditional sports events have increasingly become an important event in this competition. In the complicated psychological problems, how to effectively regulate the psychological state and improve the psychological bearing ability of the athletes in the traditional national sports events has become a hot issue in the current research.

The state of excessive tension and anxiety before the national traditional sports events. Before the game, appropriate tension can improve the excitement of the players, enhance their attention, improve the

efficiency of sports, conducive to the effective development of the game. But excessive tension and anxiety are not conducive to the game. In the process of competition, sports anxiety is a potential threat to current and expected self-esteem, which leads to the arousal level of physiological performance of athletes in traditional national sports events. If the athletes of traditional national sports events show low mood, lack of self-confidence or lack of interest in the competition before the competition, there will be malaise, decreased perception, slow response, and even escape from the competition, which is not conducive to the conduct of the competition. The difficulty and complexity of the competition faced by the athletes of traditional national sports events are underestimated, too high to estimate their own strength, and blind self-confidence. This situation leads to the body muscles cannot actively mobilize, affecting attention, perception and thinking is slow, not serious preparation for competition activities.

Therefore, in order to improve the quality of national traditional sports athletes, it is necessary to conduct pre-competition psychological counseling for national traditional sports athletes. This paper analyzes the psychology of athletes in traditional national sports events and puts forward effective solutions.

Subjects and methods: The subjects were 10 classical wrestlers prepared for the provincial sports meeting. Among them ,5 athletes in the study area were used as the monitoring group and 5 athletes in other provinces and cities as the control group. The age is 22.6±1.78 years old, the training life is 8~12 years, the sports grade is the monitoring group has monitoring group ,3 in the first class ,4 in the control group and 6 in the first class. All athletes are trained under the guidance of the same coaching group, and the training time, content and intensity are the same every day.

Study design: In order to enhance the psychological quality of athletes in traditional national sports events, this paper takes classical wrestling in traditional national sports events as a case study to analyze the psychological state of athletes before the competition. Therefore, through the three-month follow-up study-up study on the competitive psychological state of classical wrestling athletes in a certain place, explores whether psychological intervention can affect the pre-competition psychological state of classical wrestling athletes. That is, psychological intervention on athletes' psychological fatigue, mood state disorders indicators.

Methods of statistical analysis: Use IBM SPSS Statistics 26 to make statistics and analysis of data by T test, correlation analysis, single factor ANOVA, LSD test, etc.

Results: The results of multi-factor ANOVA (see Table 1) showed that the negative evaluation and achievement of sports were significantly different in the third and fourth times (F=6.711, PF=0.021; F=10.107, PF=0.007). The results showed that the overall mental fatigue status of athletes in the 6 weeks psychological intervention monitoring group improved gradually, mainly in the enhancement of athletes' sense of achievement and the decrease of negative evaluation of sports.

Table1. Multi-factor AN OVA of mental fatigue index of athletes.

Dimension	Emotional exhaustion		Negative evaluation of athletes	
	Experimental group	Control group	Experimental group	Control group
1	0.67±1.85	2.30±1.82	11.50±2.30	10.30±1.45
2	0.33±2.55	1.52±2.34	10.23±3.24	10.35±1.30
3	2.10±2.54	2.10±3.21	9.14±2.10	10.35±0.22
4	4.25±4.47	4.32±4.45	13.95±4.21	12.03±2.55

Multi-factor ANOVA was used to test the mood state index of different groups of athletes as shown in Figure 1. The difference between the two groups was significant (F=5.016, PF=0.042), and the score of monitoring group was lower than that of control group, indicating that psychological intervention had positive effect on the stability and maintenance of athletes' mood state;4th tense, anger and depression (F=4.941, P=0.043; F=5.263, P=0.038; F=4.763, P=0.047), a very significant difference in panic (F=11.424, P=0.004).The four indicator monitoring groups improved significantly, indicating that the degree of tension, anger, depression and panic decreased after 6 weeks of psychological intervention. The results suggest that the mental state of athletes develops in a more stable direction through psychological intervention, and the ability of sports psychological control is further strengthened.

Conclusions: National traditional sports events are a common way of sports; athletes are prone to pre-competition mental disorders. Excellent athletes represent different individuals and have different personality characteristics. Therefore, we should understand the state of mental disorder before the game, take corresponding measures to strengthen the adjustment of athletes' psychological state, overcome the bad psychological obstacles before the game, strengthen the self-adjustment of the players, resist all kinds of interference factors, and concentrate our attention. Participate in the game. In the actual training, it is necessary to adopt different adjustment and training methods according to the different conditions of the

competition to understand the actual psychological state of the players. Sports teams should organize lectures and training courses on sports psychology, and set up professional psychological counseling teams to ensure the development of athletes' physical and mental health.
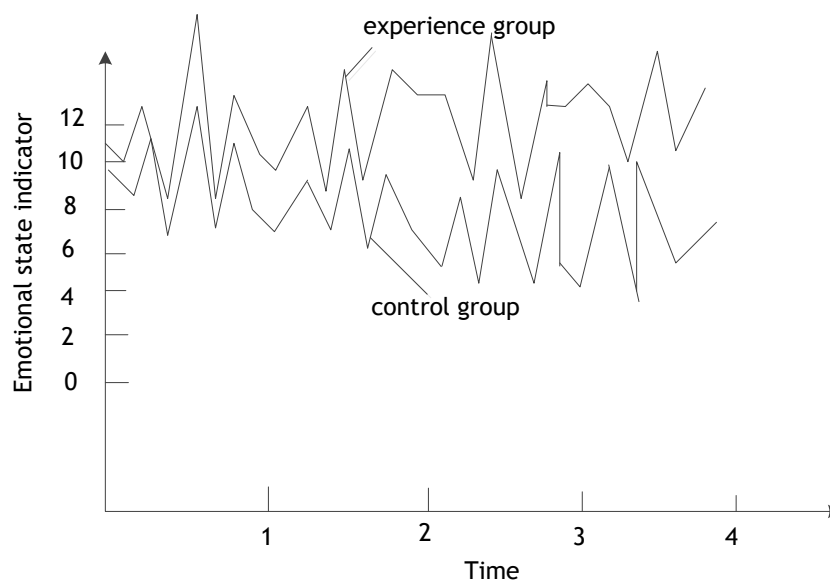
Figure 1. Test results of mood state indicators for different groups of athletes.

*   *   *   *   *

PSYCHOLOGICAL EXPRESSION IN OIL PAINTING FROM THE PERSPECTIVE OF COGNITIVE BEHAVIOR

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Background: The cognitive behavior theory is that, among cognition, emotion and behavior, cognition carries out subjective interpretation of individual behavior, which directly affects whether an individual can finally take action, and the formation of cognition is influenced by the mechanism of "automatic thinking". The cognition of the subject of behavior is acquired through the accumulation of learning and experience, and can also be changed through the content of learning. Painting artists' interest in color effect is mainly from the perspective of aesthetics, which needs professional theoretical knowledge of psychology and physiology to improve. Colors give emotional light through people's associations, aesthetic habits and many other factors. The direct psychological effect of color generation comes from the direct influence of physical light stimulation on human physiology. In addition to direct perception of psychological effects, color also has more complex indirect psychological effects. At this time, the psychological effects caused by colors do not stay at the superficial stage of feeling or perception, but trigger deeper psychological activities, such as association, thinking and even memory. Color has an indirect impact on people's psychology, which is often related to the cultural or social background of individuals or groups, and changes with regions, times, and nationalities.

When the human eye is looking at an object, the color sensation of the object is transmitted through the pupil to the center of the retina, which is densely packed with pyramidal cells. They transmit these perceptions to the visual centers of the brain, which form the physical sensation of color. In the face of colorful and colorful things, not all the images or colors can arouse people's visual stimulation. And a successful painting should have good painting factors, which are enough to cause strong stimulation to people's vision, and then leave a deep psychological impression on the audience. Therefore, this paper analyzes the psychological expression of cognitive behavior in oil painting creation.

Subjects and methods: The basic elements of a painting are composition, modeling, color, painting language, etc. From the perspective of visual communication, color has the strongest visual impact. It is easier to recognize and remember in the first time than composition, modeling and picture language. In addition, color has a series of psychological functions such as conveying emotion, symbol and association, which determines that color plays a decisive role in oil painting creation, which also establishes the

significance of exploring the subjective expression of oil painting under the contemporary ideology. As the soul of oil painting, color has gone through different stages of development and evolution along with the development of human society, and people's cognition and understanding of color are also different in different stages of development. In the development of human painting history, different ideas in different stages are the key to the final creation. The performance of color in psychology can be divided into the following three aspects: visual impression, emotional expression, symbolic structure.

Painting is a silent art, "dumb poetry", so gestures (and facial expressions) become the language of painting to express the thoughts and feelings of the characters. Da Vinci advocated that paintings should be similar not only in form, but also in spirit. Portraits should be correct in proportion and perspective, and their dynamics should show their "spiritual intention". In his opinion, the most important problem in painting is that every figure's movements should reflect his mental state, such as desire, ridicule, anger, pity and so on. He also pointed out that a good painter should express people and his thoughts and intentions, and avoid depicting only the body and body of a figure, otherwise "it is impossible to win people's appreciation of his art, because the figure is often painted in the physical movement and psychological signs of failure, such a person's art is not worthy of praise." Similarly, a painter should roughly outline the layout of the limbs of a figure, and should first pay attention to the actions that are suited to the mental state of the figure composing the picture, instead of merely pursuing the perfection and beauty of the body and various parts.

Methods of statistical analysis: To cognitive behavioral perspective in the oil painting creation mental performance analysis, this paper USES questionnaire method to test, randomly selected from 200 testers, to score of 10 oil painting works, select a change before and after the same painting a 5 of the authors, using the 200 testers grading results to verify the psychology in different effects on oil painting. The specific scoring criteria for oil paintings are as follows:

(1) If you think the painting is delicate and warm, score +1.
(2) Think oil painting color is bright, more brilliant, remember +1 points.
(3) If you think the painting style is dark and depressed, you will be awarded +1.
(4) 99 If you think the painting style is divided and contradictory, you will get +1 points.
(5) Think oil painting has no style, just a painting, score 0.

Results: The scoring results of these 200 testers were used to verify the influence of different psychological manifestations on oil paintings. The maximum score of each oil painting was 200 points, it can be seen from Table 1 that for oil painting 1 before the author's change, 12 out of 200 people think the oil painting has emotion, while for oil painting 7 after the author's change, 192 out of 200 people think the oil painting has emotion. By comprehensive analysis of the emotional scores of oil painting before and after the great change, it can be seen that the average emotional scores of oil painting were 17.8 before the great change, and as high as 184.6 after the great change, indicating that the psychological changes of oil painting artists can affect the creation of oil painting, that is, the specific important influence of psychological expression in oil painting from the perspective of cognitive behavior.

Table 1. Sentiment score results of oil painting.

Number of oil painting	Sentiment score of oil painting before big change	Number of oil painting	Sentiment score of oil painting after great change
1	12	6	187
2	18	7	192
3	22	8	197
4	25	9	178
5	12	10	169
The comprehensive score	17.8	The comprehensive score	184.6

Conclusions: Therefore, from the perspective of cognitive behavior, the artist's self should be integrated with the picture. And while advocating in-depth grasp of the inner spiritual world, the artist's ability to subject the aesthetic, including the role of imagination and spiritual creation, is doubly important. Artistic creation is a kind of cultural phenomenon, its emergence and development depend on certain social reality and social aesthetic consciousness determined by this reality. As the subject of creation, artists not only bear the mission of inheriting culture, but also should make their works able to communicate with the viewers, express the hearts and emotions of the painters to the audience through the painting language, so that the viewers can evaluate and re-create the works, so as to sublimate the meaning of the works again.

Province Department of Education Teaching Reform Project [2018] No. 40 "Research and Practice on Construction of High-level Characteristic Major of Painting"

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INFLUENCE OF MUSIC EDUCATION ON STUDENTS' MENTAL HEALTH IN DIFFERENT PERIODS

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Background: In recent years, the evaluation of college students' mental health status has become the focus of attention of colleges and universities and even all walks of life, the focus of which is how many college students have "psychological problems "With the rapid development of society, people's thinking mode, values, interpersonal relationships and so on are constantly changing. The complex social environment makes people bear more and more psychological pressure, how to deal with the fierce competitive environment with a healthy attitude has become the focus of increasing attention. As the future builders of the country, whether college students have good psychological quality will be particularly important. However, with the continuous development of the market economy and the continuous intensification of social competition, college students in the ivory tower are more and more feeling the pressure from all aspects, and the psychological problems caused by the pressure are constantly exposed. In recent years, due to psychological problems caused by malignant events of college students are common, their mental health status has attracted more and more attention. Strengthening the mental health education of college students is an important measure to carry out quality education in an all-round way and an important way and means to promote the all-round development of college students ".

At present, how to improve the mental health level of college students through effective ways, so that they can meet the needs of the development of the times, has become the focus of college education. Quality education is an important way to improve the mental health of college students, and music education is an important link in quality education. The influence of music on human emotion has also become a hot topic in psychology, pedagogy, medicine and so on. Some theories of music psychology abroad provide some important references for this subject. There are different schools of modern European and American psychology, which affect music psychology, but most scholars hold eclectic views. The main schools are "structuralism". As represented by American scholar Tichner (E.B. Titchener,1867-1927), this theory holds that the object of psychology is the experience. The experience of consciousness can be divided into some basic elements, such as feeling, image, emotion and so on" Behaviorism. Therefore, this paper analyzes the correlation between the influence of music education on students' mental health in different periods. It provides a certain foundation for students' mental health education.

Subjects and methods: In order to analyze the relationship between music education and students' mental health in different periods, this study selected 314 undergraduate students in 2020, including 164 boys and 150 girls, randomly divided into two groups: matched group(*n*=195) Study group (*n*=119). There was no significant difference in the basic data between the two groups (*P*>0.05), and there was comparability.

Study design: This study through self-made questionnaire to understand the psychological state of college students, so as to formulate the corresponding music curriculum, analysis of the psychological state of students in the early stage of music education and the state of the later stage. The 119 students in the survey were treated with music course intervention for 3 months (2 times a week). SCL-90 was then used to test the subjects. This scale is one of the most famous mental health test scales in the world. It is the most widely used outpatient examination scale for mental disorders and mental disorders. The scale can effectively measure the mental health status of the subjects. By using the method of mean difference significance test, the scores of college students majoring in music and non-musical majors in SCL-90 questionnaire were tested, and the mental health level of the two kinds of subjects was tested by empirical method.

Methods of statistical analysis: The survey data were processed by SPSS 22.0 statistical software. The data were expressed as (x±s) and given t test. If the P was 0.05, the difference was statistically significant.

Results: By comparing the state of students' music education in the early and late stages, and analyzing the relationship between music education and students' mental health, the results are shown in Figure 1.
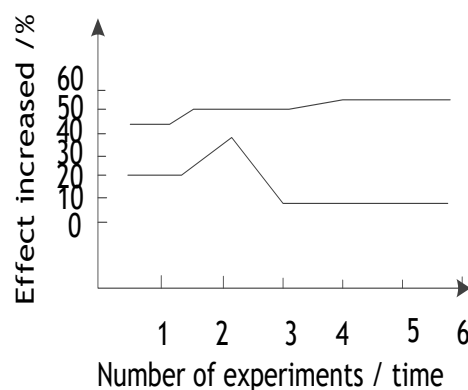
Figure 1. Status of Students in the Early and Late Stage of Music Education.

It can be seen from figure 1 that after the intervention of music curriculum, the mood of students can be significantly improved, and students can be more positive and optimistic, which provides a reliable guarantee for future study and life. Before the music course intervention, there was no significant difference in mental health scores between the two groups ($P>0.05$); The mental health scores of the two groups were significantly decreased after intervention ($P<0.05$), and the scores of the study group were significantly lower than those of the control group ($P<0.05$). It shows that music education has a certain impact on students' mental health in different periods and can help students improve their mental health.

Conclusions: In deepening the reform of education and promoting quality education in an all-round way, music education has a unique charm that cannot be replaced by other disciplines. We should fully tap the great potential of music education, constantly renew the concept of music education, and explore music education activities beneficial to students' physical and mental health, so as to improve the mental health level of college students. Cultivate qualified talents to adapt to the development of the times. College students are in the stage of psychological transformation. Music education plays a very important role in adjusting their emotions. We must correctly position music so as to give full play to the function of music education and rationally adjust the psychological state of college students. In order to promote the healthy growth of college students.

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PROMOTING ROLE OF HUMANISTIC PSYCHOLOGY IN THE RESEARCH OF HUMANISTIC SOCIOLOGY OF SPORTS

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Background: The humanities and sociology of sports is an applied subject developed with the development of sports science and psychological science. Its purpose is to reveal the essence, characteristics, structure, function and development rules of sports behavior, as well as the impact of sports on human behavior and society. Humanities and social phenomena, and reasonable explanations of the importance and value of sports. Therefore, the humanities and sociology of sports is the study of sports in the field of all cultural phenomena and comprehensive disciplines of social phenomena, the research direction of its sports development direction, the inherent dissemination of sports values and sports culture, the establishment of the sports discipline system, the improvement of the sports system, and the standardization of sports behaviors. Promote sports to play an important role. Especially in the past ten years, the humanities and sociology of sports have continued to innovate and develop, and interdisciplinary and multidisciplinary interdisciplinary research and applied research have also made remarkable achievements.

Historically, there are three forms of psychology: philosophical psychology, scientific psychology, and humanistic psychology. They have played an active role in recognizing and understanding human social psychology. Among them, humanistic psychology emphasizes that the problem is the center, and methods and schemes are designed according to the problem, and the problem is solved on the basis of serving the

problem, rather than being opposed to it. Therefore, any psychological research can only be reasonable and satisfy the needs of human society if it pursues meaning and value as its goal and solves the actual problems of human beings. Psychology of the humanities is opposed to treating people as natural products such as animals and machines. It only pays attention to the natural state of people and cannot really effectively solve problems that are more meaningful and valuable to people and society. Therefore, as a kind of humanistic psychology, it has many advantages. This article analyzes its role in promoting the research of humanistic sports sociology.

Subjects and methods: In this article, in this paper, the problems existing in the sports humanities and sociology research as a breakthrough point, namely the basic theory of sports sociology and humanities disciplines is weak, three-dimensional mesh structure system has not yet formed, branch disciplines development imbalance, research integration degree is not high, on the basis of humanistic psychology will be integrated into the sports humanities and sociology study, analysis of its role in promoting to the research of sports sociology and humanities.

Study design: Firstly, to promote understanding of the nature of research.

Humanistic psychology can promote research scholar's mental state, to recognize the essence of man is suitable for the unique nature of the research and construction, however, it may not change in study, but when students are required to determine cultural differences or the role of humanistic spirit, can play a crucial role, is advantageous for the comprehensive look at problems. Therefore, the understanding of human nature by humanistic psychology becomes the logical starting point of the theoretical construction of sports humanistic sociology research.

Secondly, enhance the inclusiveness of researchers.

In the view of humanistic psychology, the human being, as the object of psychological research, is different from other species in nature, and its nature is far more complex than other species. Man is an existence of subjectivity, historicity, relativity and self-creation. People not only have material life, but also have their extremely complex and rich spiritual life. Humanistic psychology focuses on human motivation, value, dignity, need, potential development, self-realization and even pain, happiness and self-transcendence. Therefore, the application of humanistic psychology to the study of sports humanities and sociology can give full play to the advantages of humanistic psychology, enhance the inclusiveness of researchers, give full play to the potential of researchers, and promote the in-depth communication and exchange between different scholars, so as to promote the further development of sports humanities and sociology research.

Thirdly, promote further research.

Humanistic psychology puts forward the problem center theory again, advocates the choice of problem determination method rather than the opposite, and corrects the relationship between method and problem distorted by scientific psychology. This methodology will broaden the research field of humanistic sociology of sports, and make its research results closer to life and better serve the society. In addition, humanistic psychology adopts the research route of holism to ensure that the humanistic sociology of sports can be expanded to the field of sports practice in the research process, and the introduction of multidisciplinary theory and rich foreign research results, to realize the construction of interdisciplinary, multidisciplinary interdisciplinary research system.

Methods of statistical analysis: With the methods of literature, questionnaire and logical analysis, the application effect of humanistic psychology in the study of humanistic sociology of sports was studied, and the related scholars were asked to evaluate and score the promoting role of humanistic psychology in the study of humanistic sociology of sports. Among them, a total of 1,500 evaluation questionnaires were sent out and 1,465 were effectively collected with a recovery rate of 97.7%. The effectively collected questionnaires were divided into 10 groups. The number of questionnaires in the first 5 groups was 147, and the number of questionnaires in the last 5 groups was 146. The final evaluation results were obtained. The evaluation criteria are as follows:

(1) 1-20 points: Humanistic psychology has no promoting effect on the study of humanistic sociology of sports.

(2) 21-40 points: Humanistic psychology plays a low role in promoting the humanistic and sociological research of sports.

(3) 41-60 points: Humanistic psychology plays a moderate role in promoting the humanistic and sociological research of sports.

(4) 61-80 points: Humanistic psychology plays a strong role in the study of humanistic sociology of sports.

(5) 81-100 points: Humanistic psychology plays a very strong role in the study of humanistic sociology of sports.

Results: The relevant survey results were analyzed and sorted into a table, as shown in Table 1. Most of scholars agree that humanistic psychology has very strong function of sports humanities and sociology research, and also has a small part of the humanistic psychology to the sports sociology and humanities

scholars research has strong effect, did not think of humanistic psychology, scholars have no role on sports humanities and sociology research and the promoting function of low, verify the feasibility of this study.

Table 1. Evaluation results.

Group	Score
Group 1	83
Group 2	82
Group 3	75
Group 4	90
Group 5	94
Group 6	79
Group 7	91
Group 8	92
Group 9	78
Group 10	86

Conclusions: The place on put together is narrated, the present stage is at the stage of rapid economic and social development, at the same time also is in a stage of deepening reform, under the background of the students' sports humanistic spirit is an extreme lack of phase, so this article apply humanistic psychology in the study of sports sociology and humanities, and analyses its role to promote in the study of sports sociology and humanities, and through the questionnaire survey to verify the feasibility of this study.

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THE ECOLOGICAL ENVIRONMENTAL PROTECTION CONSCIOUSNESS OF URBAN AND RURAL GRASSROOTS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: With the deepening of urbanization and industrialization in China, as well as the operation of management city, garden city construction and international city system construction, the interaction between city and countryside in society, economy and environment has caused serious damage to the ecological environment. From the perspective of ecology, because urban and rural social economy and nature are an interactive and indivisible whole, the inharmonious ecological relationship between urban and rural social and economic development and environmental protection systems is the root of urban and rural ecological environment contradiction. Urban and rural research and management practice have proved that the solution to the contradiction between urban and rural areas can not only be obtained from the city or the countryside itself, but also from the perspective of social psychology to analyze the causes of ecological environmental damage, find solutions, and take the road of urban and rural grass-roots ecological protection.

Social psychology can guide people in daily life, gradually forming ecological behavior, environmental behavior, friendly behavior, responsible behavior, protection behavior, etc., can be more effectively committed to the protection of the ecological environment. Positive social psychology can make individuals consciously reduce behavior that has a negative impact on the environment, and actively change the practical behavior of materials, energy or ecological system, so as to minimize the negative impact of their own activities on the ecological environment.

Objective: Reviewing the development of China's urbanization road, China is not taking a steady and gradual road, but "slow step - stagnation - sudden" pace. In recent years, the development of ecological environment has become more and more important. We can take advantage of the historical opportunity of the coordinated development of urban and rural ecology and make use of the positive communication effect of social psychology to identify our respective advantages and development positioning in the process of environmental protection, thus promoting the sustainable development of the economy and environment.

Subjects and methods: Social psychology can guide social groups to make rational use of natural

resources and green consumption through various forms. Rational treatment of domestic sewage and domestic garbage; Correct and scientific use of pesticides, fertilizers and straw; Take the initiative to participate in environmental protection actions, pay attention to environmental related issues such as petitions. This paper mainly studies the impact of social psychology on the effective and reasonable use of natural resources, green consumption, household waste disposal and other three aspects.

Study design: Using stratified cluster random sampling method, 600 groups of different social classes in our city were investigated. A total of 200 villagers, residents and environmental protection workers in each city, county and town were randomly selected to conduct a questionnaire survey. 587 questionnaires were distributed and 564 were effectively collected.

Methods: Excel was used to make statistics on the change of consciousness of different social classes through social psychology, so as to influence their own behavior of ecological environmental protection.

Results: In order to promote ecological environmental protection at the grass-roots level in urban and rural areas and create a good living environment, we must first form environmental awareness, implement the concept of environmental protection in daily study, life and work, establish humanistic environmental values, and commit ourselves to the sustainable development of urban and rural areas.

The survey results, using a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said influence, 3 said obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, taking 600 groups to assess value and averaging, obtained results determine rounded way. The specific statistical table is shown in Table 1.

Table 1. Environmental protection behaviors of different social classes.

Factors	Rational use of natural resources	Green Consumption	Domestic Waste Treatment
Rural farmers	3	2	3
Urban residents	4	3	3
Grass-roots ecological environment staff	4	4	4

Conclusions: At the present stage, the overall environmental ecological standard of our country has been improving along with economic growth. China's overall environment for development has entered a new stage of ecological economic development in which industry promotes agriculture and urban areas lead rural areas. The overall planning and construction of urban and rural ecological environment not only promotes the all-round development of various environmental undertakings in rural areas, but also enhances the awareness of urban and rural grass-roots ecological environmental protection. The construction of the urban and rural ecological environments is one of the important measures to solve the imbalance of development. Therefore, social psychology can promote the formation of urban and rural grass-roots ecological environmental protection consciousness, effectively alleviate urban and rural ecological environmental problems, and have a far-reaching impact on the urban and rural grass-roots ecological environment.

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REFORM OF VISUAL COMMUNICATION EFFECT OF NETWORK TEACHING PLATFORM BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology refers to the study of the psychological and behavioral occurrence and change laws of individuals and groups in social interaction. Social psychology explores interpersonal relationships at the individual level and social group level. The contents of research on the individual level

include: individual socialization process, communication, speech development, partners, family and living environment, and the impact of schools on individuals. Psychological effect is a common psychological phenomenon and law in social life. It is a causal reaction or chain reaction caused by the behavior or function of a certain person or thing and the corresponding changes of other people or things. Like anything else, it has both positive and negative meanings. Therefore, correctly understanding, mastering and using the social psychological effect has a very important role and significance in students' daily study and life. The network education platform adheres to the student-centered teaching concept, and learners adopt the way of individualized autonomous learning, which requires distance education institutions to provide more thoughtful teaching services and humanistic care. Therefore, the network education platform should adhere to and practice the student-centered teaching concept.

One of the basic ways for distance education to practice the concept of student-centered teaching is to optimize the professional design and cultivate students' social adaptability. Second, optimize teaching resources, and strive to improve students' learning efficiency. The third is to optimize the teaching methods and strive to strengthen students' learning autonomy. The fourth is to optimize the support services, and strive to mobilize students' learning enthusiasm. Fifth, optimize the teaching management, and strive to enhance students' self-control. Sixth, optimize the network environment, and strive to ensure the convenience of students' learning.

Communication is the need of communication. There are two kinds of communication, one is active intake, the other is passive acceptance. Communication exists in the form of interaction, which makes the value of communication worth highlighting. With the change of society, its field expands constantly. At present, the main fields include printing design, that is, design packaging design with printing as the center to achieve the purpose of communication, that is, design of product packaging, display design, that is, design of exhibition and display, image design, that is, design using film and television to achieve the purpose of communication, visual communication environment design, that is, public living space. This is a new field of collaborative design which is related to other visual media.

Research objects and methods: 48 students were randomly selected from a college, including 46 (95.8%) effective subjects, 12 boys and 34 girls, with an average age of 21.2 (standard deviation of 0.8 years).

The students in the network multimedia classroom were randomly selected and tested collectively. Before the formal experiment, the students were explained with the unified guide language, and the visual communication memory checklist pre-test and exercise sequence were completed. The formal experiment did not begin until they fully understood the experimental task and mastered the operation method. All stimulus materials were presented automatically by PPT software, and the content was located in the center of the screen. In presenting information sequence, the subjects are required to remember the target information as soon as possible.

SPSS15.0 for windows was used to process data statistics.

Result: In order to test the effect of content and orientation variables in dynamic visual communication, repeated measurement ANOVA was conducted. It can be seen from Table 1 that the main effect of orientation in dynamic visual communication should be extremely significant ($P<0.01$), and it has a significant effect with the content variable ($P<0.001$). In addition, the mean multiple comparison showed that the upper and lower visual information recognition scores were higher than the left and right visual information recognition scores ($M_{upper}=1.776$, $M_{lower}=1.658$, $M_{left}=1.382$, $M_{right}=1.408$, $P<0.01$), but there was no significant difference between the upper and lower visual information and the left and right visual information recognition scores ($P>0.05$). There was no statistical significance ($M_{person}=1.539$, $M_{product}=1.572$, $P=0.529$).

Table 1. Variance analysis results of dynamic visual communication effect.

Source	Type Ⅲ SS	df	MS	F	P
Position	8.457	3	2.819	8.835	0.000
Content	0.082	1	0.082	0.043	0.529
Position×Content	3.589	3	1.196	4.113	0.008

In order to test the effect of content and orientation variables in static visual communication, repeated measurement ANOVA was conducted. Analysis of the results in Table 2 shows that the main effects of content and orientation in static visual communication are significant ($P≤0.001$), but the interaction between them is not significant. In addition, the mean multiple comparison showed that the recognition performance of right visual information was poor ($M_{right}=0.850$), which was significantly lower than that of other parts ($M_{left}=1.138$, $M_{upper}=1.163$, $M_{lower}=1.275$, $P≤0.01$); the recognition performance of person information was significantly higher than that of product information ($M_{person}=1.231$, $M_{product}=0.981$, $P=0.01$).

Table 2. Results of variance analysis of static visual communication effect.

Source	Type Ⅲ SS	df	MS	F	P
Position	7.863	3	2.621	6.403	0.000
Content	5.000	1	5.000	014.182	0.001
Position×Content	2.225	3	0.742	2.017	0.115

Conclusion: In terms of content, it is easier for learners to remember people's information than objects, which indicates that people's information has a higher degree of acceptance, and students who show dynamic presentation have a larger amount of information to remember. However, with the acceleration of "moving" speed and the increase of frequency, there is a negative effect. In the "up and down" direction of content presentation, the "up" side has a higher degree of information acceptance, which is consistent with static and dynamic. From the way of presentation, the correlation between dynamic and static is not significant, but there are some differences.

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THE EFFECT OF ONLINE ADVERSE COMMENTS ON CONSUMERS' PERCEIVED RISKS AND SELLERS' REACTION IN THE CONTEXT OF BIG DATA

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Background: Adverse online comments as an important part of online shopping market and have created a new model for e-commerce. In particular, adverse online comments provide a reliable basis for consumers to perceive risks and make purchase decisions, and promote enterprises to explore more accurate customer needs, formulate more precise marketing strategies and promote products when shaping IWOM (Internet Word of Mouth), then achieve the purpose of maintaining customer satisfaction and establish quality IWOM in the context of big data.

This study has integrated the SOR theory, risk perception theory, and purchase intention theory to analyze the impact of adverse online comments factors and individual factors on consumer perceived risk in order to enrich the study on adverse online comments and provide advice to consumers and sellers.

In order to achieve the goal of research, this study proposed hypotheses below:

H1: The quantity of adverse online comments has positive impact on consumer social perceived risks;
H2: The quality of adverse online comments has positive impact on consumer social perceived risks;
H3: The intensity of adverse online comments has positive impact on consumer social perceived risks;
H4: Consumer personality traits have positive impact on consumer psychological perceived risks;
H5: Subjective norms have adverse impact on consumer psychological perceived risks;
H6: Consumers social perceived risks have adverse influence on purchase intention;
H7: Consumers psychological perceived risks have adverse influence on purchase intention.

Subjects and methods: To verify the hypotheses above, a conceptual model of risky impact of online comments was designed in the research.

Based on adverse online comments, consumer personality traits and subjective norms, this paper constructed a model of the impact of adverse online comments on consumers' perceived risks, and conducted empirical analysis by designing questionnaires and collecting data, as the Figure 1 shown. In the design of the scale, this article employed a five-level Likert scale to test 8 research variables, which are the quantity of adverse online comments, the quality of adverse comments, the intensity of adverse comments, consumer personality traits, subjective norms, social perceived risks, psychological perceived risks, and purchase intentions, respectively.

Study design: The questionnaire was designed through the Chinese questionnaire website juanxing Wen. The questionnaire includes a total of 30 questions. The questionnaire was randomly sent to the users in online communities such as Weibo, Tieba, and Zhihu, etc. A total of 500 questionnaires were sent and 341 were received from them eventually. After sorting out the collected questionnaires, there are 312 valid questionnaires remaining.
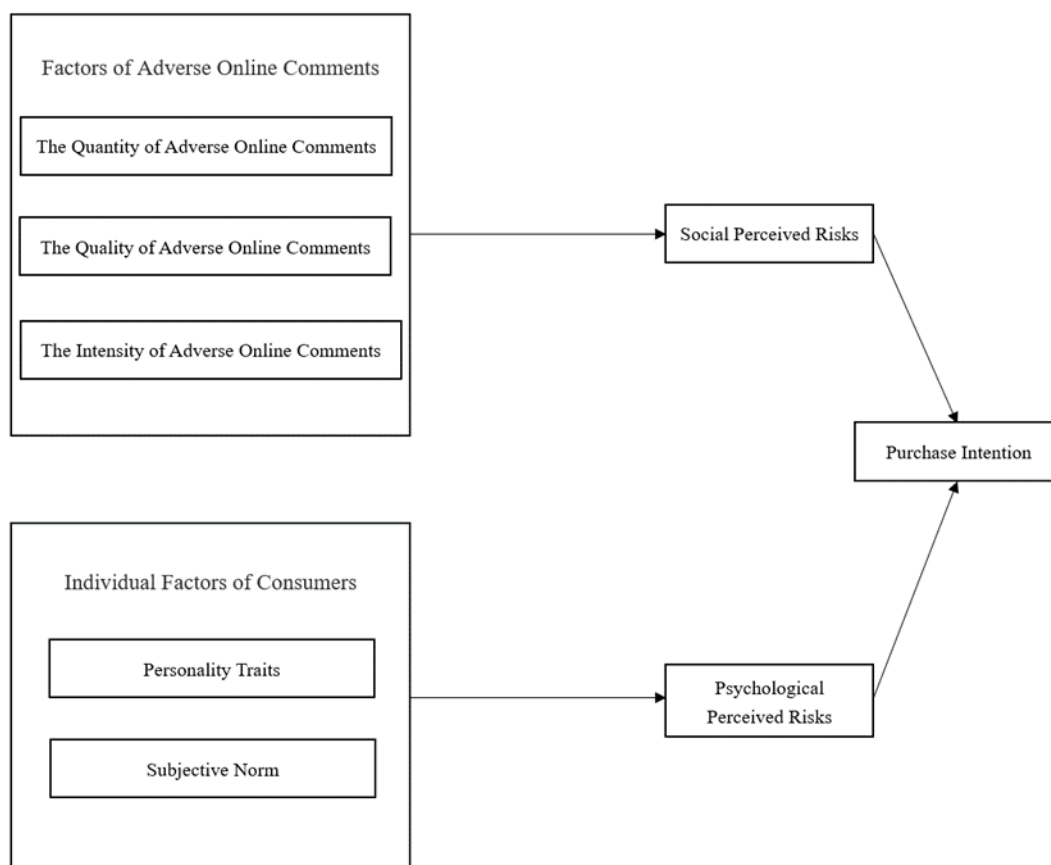
Figure 1. The Impact of the Model of Adverse Online Comments on Consumers' Perceived Risks.

Methods of statistical analysis: This article first adopted reliability analysis to measure the reliability and validity of the data. For the Likert scale used, the Cronbach's Alpha value is commonly used to measure the reliability of the scale used in the questionnaire. As the Table 1 demonstrated, the Cronbach's Alpha values of the variables in this study are all greater than 0.7, which manifests that the questionnaire has high credibility and passes the test.

According to the feedback from the participants, the questionnaire is easy to comprehend and the purpose is significantly clear. In terms of the structure validity, as the Table 2 presented, all factor loading values are higher than 0.7, all the average variance extracted (AVE) are higher than 0.6, and all the composite reliability (CR) are all higher than 0.7, which meets the general standard.

Results: The initial model was tested, in Table 3, the CR values of all paths are greater than 2, and all the *P* values are less than 0.05, which means that the indicators are meet the standard. These paths are significant, i.e., the research hypotheses were all verified and the model is acceptable.

Table 1. The Results of Reliability Analysis.

Latent variables	Number of items	Cronbach's alpha
Quantity of adverse online comments	*3*	0.722
Quality of adverse comments	3	0.710
Intensity of adverse comments	3	0.755
Personality traits	2	0.787
Subjective norm	3	0.811
Purchase intention	4	0.839
Social perceived risks	3	0.768
Psychological perceived risks	4	0.791
Total	25	0.806

Table 2. The Results of Factor Analysis.

Latent variables	Item	Factor loading	CR	Ave
Quantity of adverse comments	Q3	0.831	0.831	0.623
	Q4	0.764		
	Q5	0.771		
Quality of adverse comments	Q6	0.833	0.839	0.634
	Q7	0.762		
	Q8	0.793		
Intensity of adverse comments	Q9	0.842	0.838	0.634
	Q10	0.746		
	Q11	0.798		
Personality traits	Q12	0.846	0.859	0.753
	Q13	0.889		
Subjective norm	Q14	0.805	0.695	0.872
	Q15	0.833		
	Q16	0.862		
Social perceived risks	Q17	0.809	0.828	0.616
	Q18	0.755		
	Q19	0.789		
Psychological perceived risks	Q20	0.872	0.897	0.685
	Q21	0.796		
	Q22	0.824		
	Q23	0.816		
Purchase intention	Q24	0.834	0.885	0.657
	Q25	0.855		
	Q26	0.770		
	Q27	0.781		

Table 3. The Results of Parameter Estimates.

Path			CR	Path Coefficients	P	Result
Social Perceived Risks	←	Quantity of Adverse Comments	*2.279*	*0.54*	***	Verified
Social Perceived Risks	←	Quality of Adverse Comments	2.279	0.32	***	Verified
Social Perceived Risks	←	Intensity of Adverse Comments	3.544	0.29	*	Verified
Psychological Perceived Risks	←	Personality Traits	3.511	0.33	***	Verified
Psychological Perceived Risks	←	Subjective Norm	3.372	-0.36	***	Verified
Purchase Intention	←	Social Perceived Risk	4.093	-0.44	***	Verified
Purchase Intention	←	Psychological Perceived Risks	2.669	-0.43	***	Verified

Note: $^{*}P<0.05$; $^{**}P<0.01$; $^{***}P<0.001$

Conclusions: To sum up, this research obtained the following research findings below:

(1) The quantity, quality and intensity of adverse comments have a positive impact on consumers' perceived risks. The more adverse comments about the authenticity of product descriptions and the quality, the higher risks that consumers can be perceived, and the lower purchase intentions consumers have.

(2) Consumer personality traits positively affect psychological perceived risks, and subjective norms negatively affect psychological perceived risks.

(3) The influence of social perceived risks, psychological perceived risks and service perceived risks on purchase intentions is decreasing. When the quantity and quality of adverse online comments are reliable to a certain extent, consumers tend to trust these comments as a reference for shopping.

Therefore, it is necessary for merchants to take measures to enhance the positive impact of online comments on consumers' purchase intentions and reduce the negative impact, thereby increasing product

sales. Sellers should use artificial intelligence technology and big data analysis to catch potential adverse comments. Reasonable controls should be put in place before adverse comments are formed, and remedial measures should be taken to effectively reduce the percentage of adverse comments as much as possible. In addition, high attention has to be paid to adverse comments that may have a significant impact on potential consumers' purchase intentions, and actively remedial measures that have to be taken which can improve customer's satisfactions and maintain good product comments through online and offline communications, timely products replacement, coupons or discounts offers, etc.

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POSITIVE INFLUENCE OF CAMPUS FOOTBALL ON THE MENTAL HEALTH OF RURAL PRIMARY SCHOOL STUDENTS

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Background: With the rapid development of China's economy, the investment in the field of education is increasing, and the cause of education has also made a huge leap. However, the duality of urban and rural education has always been the shackle of the development of China's basic education. The imbalance of urban and rural education results in the polarization of educational opportunities, educational resources and educational quality between urban and rural primary school students. In addition, with the needs of China's economic and social development, in recent years, all over the country vigorously promote the construction of urbanization, prompting many young people in rural areas to go out and work in cities for a living, resulting in a large number of primary school students who are in the critical period of growth and mental health growth lack the company of their parents and become left behind children. Under the influence of these factors, some primary school students appear lonely, timid, lack of self-confidence and sense of cooperation and other psychological problems, which seriously affect the healthy growth of primary school students, and even their adult life problems. Therefore, the mental health of primary school students has naturally become a topic of concern from all walks of life, and it is also an urgent social problem to be solved by education and other relevant departments.

As the first sport in the world, football can not only strengthen people's health, but also promote the formation of healthy psychology. In view of the mental health problems of rural primary school students, actively participating in campus football activities has a positive effect and function on the mental health of rural primary school students. Since 2009, the development of campus football in China has been led by the General Administration of sports, led by the Ministry of education, and developed from "quantity" to "quality". Supporting the development of rural campus football has become one of the important contents of deepening the school sports reform demonstration project. The development of rural campus football can not only improve students' enjoyment and physique, but also improve their personality and will. Therefore, in the context of the current social development and driven by the school sports reform and development policy, this study uses a variety of ways and means to carry out rural campus football, multi-dimensional intervention of rural primary school students' mental health problems, so as to solve the bad psychology of rural primary school students and promote the formation of rural primary school students' healthy psychology.

Objective: By supporting the development of rural primary school campus football, from the aspects of football teachers, football teaching and training, football competition, football culture construction and so on, we can overcome the adverse factors in a multidimensional way, and enhance the positive intervention on rural primary school students' mental health, so as to build a practice platform for primary school students' mental health development in the process of realizing the goal of balanced education in China, to provide important support and guarantee for its healthy growth.

Subjects and methods: His study takes the rural primary school students as the research object, randomly selects one rural primary school students in Central China and one in Northeast China as the sample, and uses the methods of literature review, interview, questionnaire survey and mathematical statistics to analyze the positive impact of campus football on rural primary school students' mental health intervention.

Result: Through the investigation and analysis of the sample, the conclusions are as follows: (1). The excellent teachers of campus football can make use of the opportunities of campus football cultural activities, such as football carnival, football knowledge competition, to help and improve the mental health problems of rural primary school students, such as inferiority, loneliness, timidity and cowardice. For

example, can actively participate in campus football activities.

(2). Through the influence of regular teaching and daily training of campus football, rural primary school students can enjoy more sports fun, enhance their positive attitude to the needs of healthy constitution, actively communicate with others and cooperate with others, understand and share their troubles and puzzles; In the communication activities between the class and the football training team, their collective attachment and belonging are stronger.

(3). Through participating in football competitions, including class competition, grade competition, school level exchange competition, principal cup, county head cup, Mayor Cup and other football competitions, rural primary school students can understand football etiquette, respect opponents and referees, and form a sense of civilization; Through participating in multi-level competition, we can cultivate the sense of teamwork, tenacious struggle and other good will and morality, so as to effectively overcome the rebellious psychology, correctly deal with their own actions and emotions, and correctly deal with the sunshine character and healthy psychology of success and failure. In addition, the survey and interview found that more times rural primary school students participate in campus football field, the stronger the positive impact on their mental health.

Conclusion: Through the government, society and market to support the development of rural primary school campus football, the use of football teachers, football teaching and training, football competition, football cultural activities and other ways, multi-dimensional give rural primary school students a positive impact on mental health, can effectively promote the improvement and formation of rural primary school students' mental health.

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NODE SELECTION OPTIMIZATION OF LOGISTICS DISTRIBUTION PATH BASED ON CUSTOMER EXPECTATIONS

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Background: In logistics distribution, the rationality of distribution route has great influence on distribution speed, cost and customer service level, especially the determination of multi-user distribution route is more complicated. It is an important work in logistics distribution to use scientific and reasonable methods to determine the distribution route. On the premise of reducing costs, customers' psychological expectations should be taken into account in the optimization of logistics distribution routes. Customers' psychological preference for time affects customers' satisfaction with logistics distribution services. How to find a balance between reducing logistics costs and improving customers' psychological satisfaction has become an important and urgent research topic. Therefore, it is of great practical significance to study the optimization of cooperative distribution path based on customers' psychological expectations. The psychological basis of customer satisfaction customer satisfaction is "customer's feeling of the degree to which their requirements have been met". Requirements are "explicit, usually implicit or must fulfill needs and expectations". Obviously, requirements are based on needs and expectations, which may or may not be equal to needs and expectations, Generally less than or lower than the needs and expectations. If the requirements are equal to the customer's needs and expectations, and are fully met, the customer will be satisfied. If the requirements are less than the customer's needs and expectations, even if all the requirements are met, the customer's satisfaction may still have a considerable gap.

Customer psychological expectation is a psychological reaction to the post-purchase evaluation of the value of the product or service after the consumer buys the product or service in a specific trading situation. Customer psychological expectation is a targeted emotional response in the event of a specific transaction. It defines customer satisfaction from the perspective of use situation and thinks that customer satisfaction is the emotional response of customer to the value of product use. From the perspective of consumer attitude formation process, this paper analyzes customer psychological expectation, and points out that customer satisfaction is the degree of like or disgust after consumption buys and uses the product. It is a

holistic attitude based on experience to define customer satisfaction as a comprehensive measure of all purchase and consumption experience. Customer psychological expectation is the subjective evaluation feeling produced by consumers after purchasing or using. When consumers feel that products or services are good, they produce satisfactory emotions, and vice versa. Therefore, this paper puts forward the optimization method of logistics distribution path node selection based on customer psychological expectation, which provides a theoretical basis for improving logistics distribution path node selection optimization.

Study design: In order to improve the choice of logistics distribution path node can meet customer psychological expectations, this paper analyzes the degree of customer psychological expectations, combined with a variety of factors affecting customer psychological expectations, in order to improve the efficiency of logistics distribution, in order to maximize node optimization. Maximize the use of human, financial, material and other resources efficiency.

Methods of statistical analysis: There are three fixed distribution points, which have a total of 20 transport vehicles. These vehicles start from this point and distribute goods distributed in different geographical locations. Cargo delivery requirements and allow the latest arrival time are set by the customer according to their own circumstances, according to this setting to measure the effect of logistics distribution node selection. Among them, customer satisfaction score as a measure, the customer according to psychological expectations to score, the specific score as shown in Table 1.

Table 1. Customer satisfaction rating.

Satisfaction	Score
Very pleased	10
Satisfied	8-9
Commonly	6-7
Unsatisfied	<5

To reflect the logistics distribution path node selection can meet customer psychological expectations, it is assumed that 9 customers are distributed from three distribution nodes, of which 1,2,3 customers are distributed by A points ,4,5,6 customers are distributed by B points, and the remaining distribution by C points. The distribution path is shown in Figure 1.
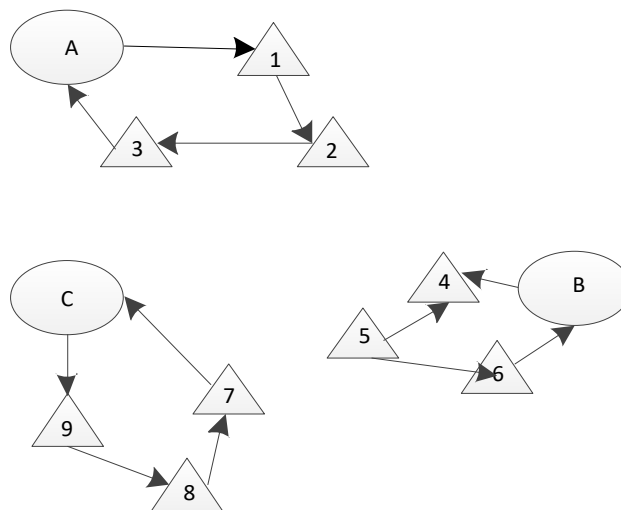
Figure 1. Distribution path planning.

Statistical analysis methods: During this study, the data of customer psychological expectation satisfaction in distribution research are analyzed in detail through SPSS19.0.

Results: According to the above environment, a total of 9 customers in this analysis scored satisfaction, respectively, the corresponding distribution node selection psychological prediction, the final experimental results are shown in Figure 2.
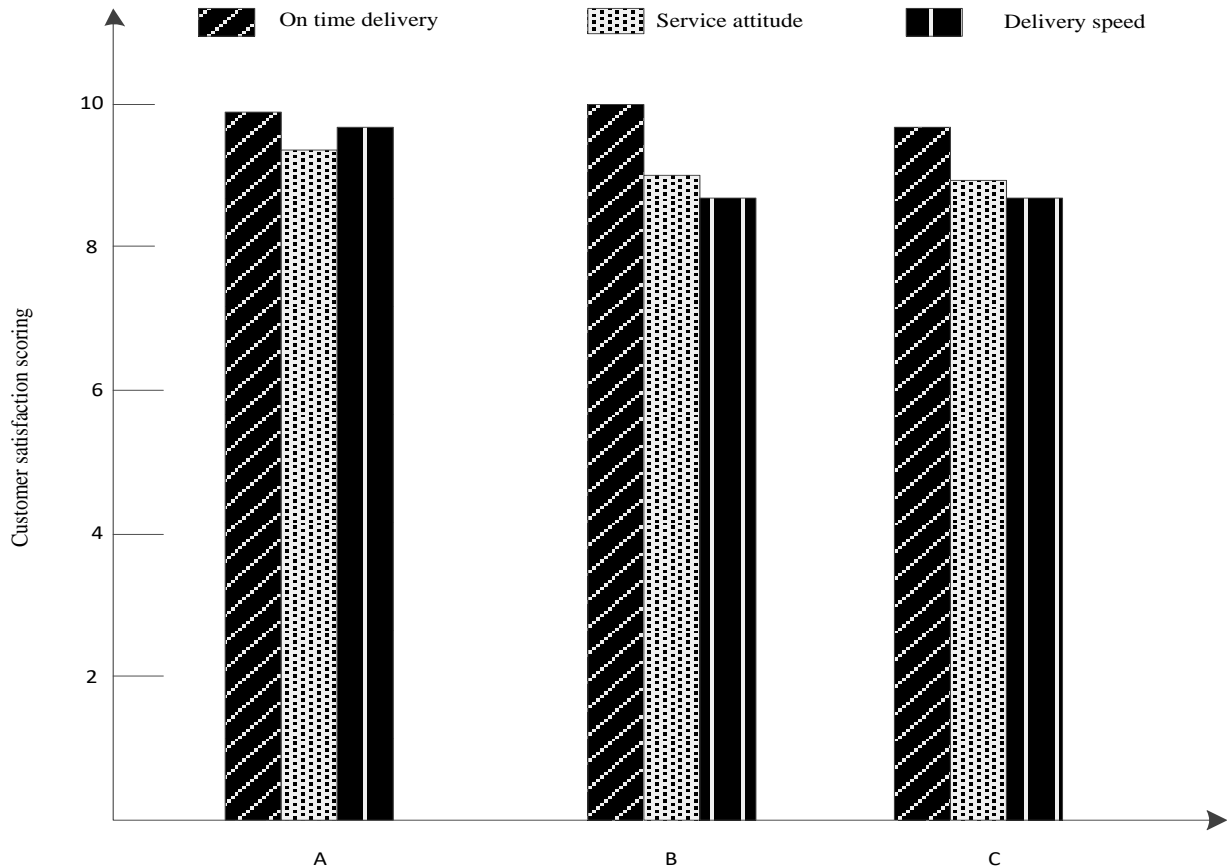
Figure 2. Results of Customer Satisfaction Score.

Analysis of the data in Figure 2 shows that through the three dimensions of timing delivery, service attitude and distribution efficiency ,9 customers are more satisfied with the time of delivery on time, and the scores are higher than the other two. In contrast, the service attitude of logistics distribution is the second, indicating that service attitude is also an important factor affecting customer psychological expectation. Therefore, in the optimization of logistics node selection, the influencing factors of customer psychological expectation should be considered to improve customer satisfaction.

Conclusion: In the increasingly fierce competition environment, in order to better maintain the friendly relationship between logistics distribution and customers, logistics distribution services are carried out to customers within the psychological expectations of customers, so as to enhance the competitiveness of logistics and achieve customer satisfaction. With the enterprise paying more attention to the service level and enjoying better service, the expected value of the customer is also increasing accordingly, but considering the influence of the distribution node on the customer distribution service. It is necessary to optimize the selection of logistics distribution path node. Based on the psychological expectation of customer satisfaction, this paper optimizes the logistics node to improve customer satisfaction.

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THE CONFLICT OF EMOTION AND REASON IN CONFUCIANISM BASED ON EMOTIONAL PSYCHOLOGY

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Background: Chinese philosophy has gradually stepped onto the world stage, and the Confucian

philosophy of sensibility has practically blazed a trail in life. Since the Confucian concern for "reason" has always been not separated from life, and life itself is also a unity of reason and reason of the Confucian "reason structure. The reason for Confucianism comes from the benevolence of Confucius. Confucius emphasized seeking benevolence, reaching the heart and ambition of benevolence, and then putting it into practice. The reason for Confucianism is to express what you want, what you want and what you do. What you express is that everyone has the same feeling.

Emotion, as an important part of human psychological activities, has been extensively and deeply studied in psychology. Emotion is one of the most basic elements of human psychology, which has its own rules of occurrence and development. Emotion is involved in the whole psychological process and real life, and has different effects on the promotion and disintegration of reason. Positive emotions can play a promote role. When people are in a positive and optimistic mood, they will be inspired and work efficiently. Negative emotions can disrupt people's feelings. When people are in a negative mood, they will produce feelings of pessimism and disappointment. Serious negative emotions can also cause people to be aggressive. Often, being in a negative mood will seriously affect people's feelings and then affect their physical and mental health. In our daily life and work, there will be conflicts of feeling and reason because of our emotions. Emotions are the important psychological factors that affect people's life and work.

Objective: The reason of Confucianism can promote individual development and social progress in many ways. The emotional changes of joy and sorrow, hope and disappointment, love and indifference, anger and fear, depression and anxiety will have a certain impact on the formation of Confucianism. Positive emotional guidance can make individuals have a better sense of reason, so as to reduce the pressure in the process of study and work, and then form a good self-concept and correct values. Therefore, the emotion psychology has the vital role to the Confucian emotion and reason formation.

Subjects and methods: Emotional psychology can effectively alleviate the conflict of Confucian sensibility and reason, and help individuals to establish a correct view of right and wrong. This paper investigates and analyzes the influence of emotional psychology on the improvement of compassion, shame and evil, and judgment of right and wrong under Confucian sensibility. Statistical Analysis of the Influence of Emotional Psychology on the Formation of Emotion and Reason in Confucianism

Study design: Stratified cluster random sampling method was used to investigate 600 populations in our city. Random sampling of students, white-collar workers, drop-out population of 200 people each to conduct a questionnaire survey, a total of 600 questionnaires, 583 recovered, the number of effective copies of 569.

Methods: The influence of Excel statistical emotional psychology on the formation of Confucian sentiment.

Results: The compassion of Confucianism is spontaneously formed from the heart, which belongs to conscious behavior. Through the guidance of positive emotional psychology, the individual can have compassion, and have a greater impact on various social groups. However, shame and hatred and the sense of right and wrong are the inner expression of self and will be influenced by the outside world to some extent.

The survey results, using a scale of 0-4 quantitative value of the influence of specific factors, 0 said irrelevant, 1 said slightly, 2 said influence, 3 said obvious effect, 4 said full effect, in order to reduce the subjective causes bigger error during evaluation, taking 600 social groups to evaluate the value and averaging, obtained results determine rounded way, the specific statistical table is shown in Table 1.

Table 1. The influence of emotional psychology on the formation of Confucianism.

Factor	Compassion	Shame	Sense of right and wrong
Student groups	4	3	3
Working population	4	3	3
Retirement groups	4	3	3

Conclusions: The generation of emotion is not only related to the objective reality, the environment, but also to people's needs, and also to the individual's understanding of objective reality and needs. Emotional reactions have an important impact on the formation and development of human cognition, the improvement and cultivation of personality, the establishment of interpersonal relationships and physical health. Positive emotional responses are helpful for people's adaptation and development. Therefore, emotional psychology can help individuals form Confucian sensibilities, promote their mental maturity and emotional stability.

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TREATMENT METHOD FOR MENTAL DISORDERS IN PHYSICAL EDUCATION TEACHING

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Background: Mental disorder, also known as "mental disorder", "psychological abnormality" and "psychopathy", refers to the significant deviation from the normal psychology and behavior, is a group of diseases characterized by psychotic symptoms, decline in social function and mental pain. Physical education, as an important subject to strengthen students' physical health and improve their physique, undoubtedly should also pay attention to students' mental health. Many studies have shown that more and more students have mental health problems, and even develop psychological disorders in severe cases, and sports can destroy the negative psychological guidance of patients with psychological disorders, help them vent negative emotions, to eliminate psychological barriers and maintain psychological balance. But in the physical education teaching, if the teacher's teaching way, the method choice is improper, also easy to cause the student to produce the sports psychological barrier. Sports psychological disorder refers to a kind of anxiety, tension, depression, and frustrated psychological state that individuals encounter difficulties that they feel unable to overcome when engaged in some sports. Practice shows that the negative component of people with psychological disorders is far more than the positive component. When the sports psychological disorders appear, they will affect the enthusiasm of physical training, reduce the level of creative thinking activities, weaken the ability of self-control, produce negative behaviors, and damage people's mental health.

Subjects and methods: This study adopts the method of literature and logical analysis to analyze the causes of psychological barriers in the process of physical education teaching and sums up the methods and treatment measures to overcome them.

Study design: To fundamentally solve the problem of psychological barriers, simply from the students' physical quality to find the reasons, it is likely to lead to the upgrading of psychological barriers to psychological diseases, so we need to combine specialized psychological training in physical education. This research adopts the form of combining a variety of research methods, synthesizing the existing related research to analyze the causes of psychological barriers in the process of physical education teaching for students, and puts forward corresponding methods and treatment measures to overcome the causes, to better help students to eliminate psychological barriers.

Research objectives: The first part of this study is to analyze the causes of psychological barriers in physical education. Secondly, according to the causes of psychological barriers to find ways to overcome these psychological barriers and treatment measures, the content of physical education and psychological training combined to improve the existing school physical education model, to protect the students' mental health because of further strengthening the students' physical quality.

Results: According to the students with different physique and different foundation, we adopt the method of teaching students in accordance with their aptitude, adjust the exercise intensity appropriately, enhance the students' confidence, and overcome the psychological barrier. The method of image training is adopted to help students actively use the formed motion image and develop more accurate technical movements. Use the method of self-suggestion, change the muscle tension, promote emotional stability, reduce the student's psychological barrier.

Adopt systematic desensitization training method to treat students' fear and anxiety; Behavioral therapy is applied to the students with distracted attention. In the physical education teaching, the motor skills are decomposed to reduce the skills students have mastered and help them focus on the new motor skills. Adoption of recreational therapy, through interesting activities, disperse students' anxiety and tension, relieve students' physical and psychological fatigue.

Conclusions: In the school sports teaching, sports motivation is the drive of student's sports behavior, some students have no clear purpose of study, lack of exercise motivation, coupled with the physical education teaching content of dull, because they do not have enough enthusiasm to PE, cannot give full play to their potential function, the psychological is not fully released, and then generate motivation obstacles.

Distraction and memory dysfunction. Students' attention distraction and memory dysfunction vary from person to person. Some students have difficulties in receiving, processing, storing, and extracting information and allocating attention reasonably, which leads to students' attention disorders and memory disorders.

Physiological factors produce psychological barriers. Some students' physical quality is relatively poor, they are more likely to have timidity and inferiority when learning sports movements, because of physical problems, many movements do not standard, or even cannot do, such as the high jump. After these students am afraid of sports, they gradually produce a series of negative thoughts, lose interest in sports, and then

have sports psychological disorders.

Other factors. Many students in the process of learning movements due to improper teaching methods or too many practice times, will also produce psychological fatigue and physical fatigue resulting in fatigue obstacles.

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PSYCHOLOGICAL PROBLEMS AND INTERVENTION STRATEGIES OF COLLEGE STUDENTS DURING COVID-19 EPIDEMIC

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Background: In the face of the sudden COVID-19 epidemic, due to the lack of experience in dealing with emergencies, some college students experienced panic, anxiety, depression, and other negative emotions, which resulted in physiological reactions such as insomnia, fatigue, loss of appetite, chest tightness and headache, which seriously jeopardized the physical and mental health development of college students. If appropriate intervention measures are not taken, it is highly likely to have a negative impact on their future studies, growth, and work.

Objective: Through the investigation of college students' psychological problems during the epidemic period, this study understood their psychological state, analyzed its causes, and took appropriate intervention measures to safeguard the mental health of college students.

Objects and methods: College students in Huanggang, which was seriously affected by the epidemic, were selected as the research objects. From May 21, 2020 to May 28, 2020, "Questionnaire Star" platform was used to generate online questionnaires, convenience sampling method and snowball sampling method were adopted, and questionnaires were distributed through WeChat and QQ group. All respondents participated voluntarily. A total of 358 questionnaires were collected. After trial evaluation, 320 questionnaires with the answering time of more than 120 seconds were obtained, and the effective rate was 89.38%. The SCL-90 scale was used to test students' mental state. The scale included nine symptom factors, including somatization, obsessive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia, and psychosis. A factor scores of more than 2 indicates that the subject has psychological problems with the item.

Results and discussion: The study found that 99.71% of college students used mobile network media to learn about the epidemic during COVID-19. Due to the spread of the epidemic more channels, part of the students has a bad mood. It is mainly manifested in the following aspects:

One is fear. Statistics showed that during the COVID-19 epidemic prevention and control period, 46% of parents of students showed a state of fear, and 14.5% of students showed insomnia, fidgeting and other adverse behavior reactions. The reason is that college students are "self-enclosed" at home. They receive news by network media and observe the confirmed cases, new cases and death cases every day. Some media guide the public opinion, causing people's psychological burden and causing students and their parents to be in a state of panic.

Second, anxiety. Mood control during the normalized huanggang regional anomaly detection rate was 17.8%, the college students' mental health self-assessment anxious state detection rate was 22.5%, the cause is a major public health emergencies, in the face of the large variation of the social environment of college students' psychological impact, in self sealing time is long, serious, degree of disease prevention and control of pressure, under the influence of Some college students show excessive tension and anxiety

The third is depression. During COVID-19 epidemic prevention and control period, the detection rate of depression was 35.4%. One of the reasons is that college students receive constant reports on the epidemic from the news media every day. Some people pay too much attention to the information related to the epidemic, plus lack of self-discrimination, and are prone to be affected by some untrue negative information, resulting in negative emotions. Second, the isolation environment at home is relatively closed, the lack of external communication, is likely to be trapped in self-anxiety, depression, tension, and other emotions can not extricate themselves, a strong sense of helplessness filled with the heart, and eventually lead to the emergence of depression. Third, it is due to the pressure of college entrance and employment. On the one hand, colleges and universities carry out online course teaching with Internet platforms such as Rain Classroom, Superstar and Dingjian. Recent graduates must not only adapt to the changing teaching patterns, but more importantly, they must also face the pressure of graduation, higher education, and employment. In addition, some enterprises in the society can not return to work and production due to the

outbreak, personnel recruitment has been affected, and corporate internships have also been stranded. IELTS test, postgraduate entrance examination retest and so on have also been postponed, so that graduates have a great psychological burden and pressure, resulting in anxiety, irritability, disappointment, and other bad psychology.

Intervention measures: One is to guide college students to take corresponding intervention measures, self-emotional guidance to control. Correct and comprehensive understanding of novel coronavirus. We should get more information from the official media, learn basic medical knowledge, follow the advice of doctors, and take basic protective measures to deal with the epidemic with a healthy mental state. We should not believe rumors, do not spread rumors, believe in science, and actively prevent the epidemic. Learn to use a variety of ways such as empathy, talk to the negative emotions of self-digestion, self-relaxation, mood adjustment. Second, the school carries on the appropriate intervention to the college student's psychological problem. Establish an online psychological consulting platform to conduct psychological evaluation and assessment for college students. Provide online psychological counseling for college students with psychological problems in time, answer questions and solve doubts, and help them to channel negative emotions and restore their normal psychological state. The third is to carry out online psychological lectures to guide them to adjust themselves. Fourth, the establishment of home-school cooperation mechanism, jointly solve students' mental health problems.

Conclusion: In the face of this sudden COVID-19 epidemic, some college students cannot adjust their emotions in time, resulting in excessive negative emotions such as fear, depression and anxiety, which seriously affects their mental health. For the negative emotions of college students, students themselves, parents and schools should take corresponding psychological intervention measures, so that students can eliminate the negative emotions and return to normal life.

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APPLICATION OF DRAMA THERAPY IN ESTABLISHING SCHOOL-AGE CHILDREN'S CONFIDENCE

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Background: Lack of self-confidence is a timid, fearful, and inactive psychological manifestation in daily life. This phenomenon can be seen in many children today. Children with this mental state are often relatively silent in social collective life, depressive, is not good for the healthy development of young children.

Drama therapy is being paid more and more attention because of its interest and the conformity with the physical and mental characteristics of school-age children. The British Theatre Therapy Association believes that drama therapy is a method to help people understand social communication, slow down mental problems, mental diseases or other physical and mental disorders. Drama therapy is mainly for the treatment of children's psychological problems such as obsessive-compulsive disorder and schizophrenia. Through role-playing, visitors can face the depths of their hearts that they dare not face, and face the deep-seated psychological problems.

This paper based on the viewpoint of drama therapy, through the strategies and methods of drama therapy, it can help children improve their timidity, enhance their self-confidence, and improve their expression ability, so as to promote the physical and mental health of children.

Subjects and methods: Through the voluntary recruitment of 60 school-age children in a kindergarten, a 4-week self-confidence counseling was conducted. There are 28 girls and 32 boys.

Study design: The main goal of this program is to help members understand themselves, improve themselves and build self-confidence. Tutoring is a totally closed way. The time of tutoring is four weeks, twice a week, one hour each time. And carefully designed the dramatic game, situational performance, role play and other links, requiring members to know and explore themselves in the dramatic experience, understand the concept and cognition formed in the long-term living environment, accept themselves with a positive attitude, build confidence, and experience the unknown life and feelings in the drama.

Methods: The whole kindergarten teachers received four days of training on children's central play

therapy, and two backbone teachers received several times of training on children's central play therapy. External play therapy experts set up parent-child play therapy training classes in kindergartens; backbone teachers carried out case play therapy in kindergartens and tutored some teachers to carry out case play therapy; backbone teachers tutored the whole kindergarten teachers to use the concept of children centered play therapy in daily teaching to deal with children's emotional and behavioral problems.

Results: To analyze the data after the experiment is to sort out and analyze the questionnaire results after the completion of drama therapy, including the questionnaire results of the experimenter and the control group (Figure. 1). After a long time of statistical work, the analysis results of the self-confidence of the experimental group and the control group are as follows:
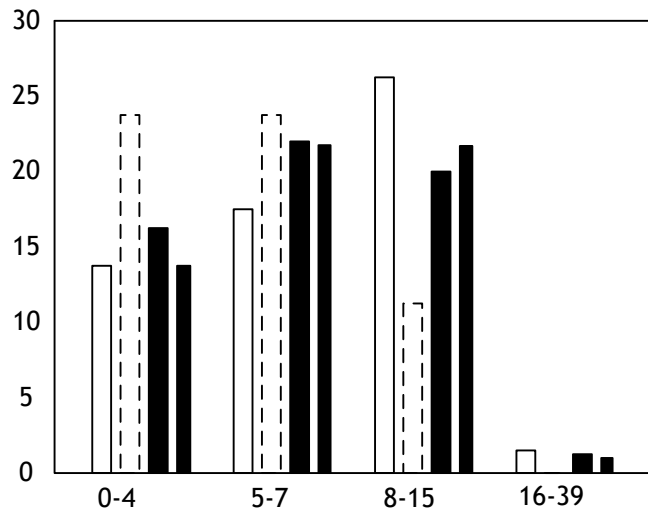

Figure 1. Self confidence of school-age children after the implementation of drama therapy counseling program.

In the experimental group, there are 24 people whose total score is less than or equal to 4, basically no lack of self-confidence phenomenon, accounting for 40% of the total number; there are 24 people whose total score is between 5-7, mild lack of self-confidence phenomenon, accounting for 40% of the total number; there are 12 people whose total score is between 8-15, moderate lack of self-confidence phenomenon, accounting for 20% of the total number. No serious lack of self-confidence was found.

In the control group, 14 people's total score is less than or equal to 4, basically no lack of self-confidence phenomenon, accounting for 30% of the total number;

There are 22 people with a total score of 5-7, a slight lack of self-confidence phenomenon, accounting for 33.3% of the total number; there are 22 people with a total score of 8-15, a moderate lack of self-confidence phenomenon, accounting for 44% of the total number; there are still 2 people with a score of more than 16, a serious lack of self-confidence phenomenon, accounting for 3% of the total number.

Conclusions: The self-confidence of the students in the experimental group has been greatly improved after receiving drama therapy. Therefore, children centered play therapy and its parent-child play therapy are especially suitable for the treatment of emotional and mild behavioral problems of preschool and early school-age children. As a psychotherapy method, it has a wide application prospect and is worthy of promotion and application in the field of children's psychological counseling. Every child psychological worker should treat and treat children with the concept of children oriented.

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INVESTIGATION ON THE INFLUENCE OF MUSIC ON MENTAL HEALTH OF COLLEGE STUDENTS

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Background: In recent years, with the accelerating pace of life and increasingly fierce social competition, college students are facing the pressure of study, life, emotion and employment, and the resulting mental

health problems of college students are becoming increasingly prominent. For example, on January 7, 2014, a boy of Southeast University jumped from the teaching building and died; on April 16, 2014, a female student of Sun Yat sen University hanged herself in her dormitory and died. In addition to self mutilation, there are also a series of vicious wounding cases, such as Ma Jiajue's serial homicide in Yunnan University and Lin Senhao's poisoning in Fudan University, which reflects that the mental health problems of college students can not be ignored.

Objective: If we can't guide and adjust the psychological problems of college students in time, and help them to vent their emotions through effective means, they will bear a heavy psychological burden, and the consequences caused by the decline of their mental health will be unimaginable. Therefore, this paper analyzes the psychological and behavioral health problems of college students, and tries to explore the psychological adjustment of college students by means of music, so as to effectively alleviate the psychological health problems of college students.

Subjects and methods: Appreciate. Music appreciation can be divided into feeling and appreciation. Feeling is a relatively simple music experience, which mainly refers to the superficial appreciation of the basic elements of music, such as pitch, sound, timbre and the background of music creation. Appreciation takes place after feeling. It is a combination of one's own unique psychological experience and existing knowledge and experience. It sublimates one's own feeling of music to a higher level of experience and has a new interpretation of music. Listening to music is helpful for college students to mediate their emotions, express their emotions and soothe their psychological trauma. College students are in the period of ignorance and agitation of puberty, combined with the pressure of study and employment and emotional distress, it is easy for them to produce emotional fluctuations, resulting in psychological trauma. Actively encourage college students to enjoy their favorite music works, let them get happy, sad and sad emotional resonance in the music, help them to realize the proper emotional catharsis and expression, reduce the occurrence of mental health problems. Specifically, colleges and universities can regularly hold a series of music literacy training activities such as "elegant music into campus", invite well-known orchestras, song and dance troupes, musicians and musicals into colleges and universities, create an elegant music culture atmosphere, provide more music appreciation opportunities for college students, and cultivate their interest in music.

Experience. The most direct way of music experience is playing and singing, which has a strong participation. The specific ways of singing include singing in unison, playing in unison, rotating, singing in chorus, ensemble, etc. Facing the increasing psychological pressure of college students, colleges and universities should encourage college students to actively participate in music clubs, song and dance groups, music broadcasting and other music activities held by schools or colleges, increase the opportunities of music performance and singing, actively integrate into the music world, and experience the beauty brought by music. In addition, colleges and universities can also carry out music education courses, use a variety of music education methods to increase the interest and enthusiasm of College Students' music experience, guide college students to ease their bad emotions and regain their confidence in life. At present, interpersonal communication is one of the main causes of College Students' mental health problems. Improving college students' interpersonal communication ability is helpful to prevent college students' mental health problems. The chorus and ensemble of music experience can provide an effective platform for college students to improve their interpersonal communication ability. Chorus or ensemble is a kind of team activity in which members cooperate with each other, help each other and work together to achieve the goal, which shows the cohesion and collective sense of honor of the group. Encouraging college students to actively participate in chorus or ensemble can not only cultivate their self-confidence, but also help them make more friends, establish good interpersonal relationship and prevent the occurrence of mental health problems.

Share. Music sharing activities can be realized through music games and musical performances. Music game is different from the general game. It is a kind of activity with music as the theme. It can combine the emotion of music with the entertainment characteristics of the game to achieve the effect of fun and education. Colleges and universities can design a variety of music games for college students to participate in, such as lyrics competition, karaoke competition and other activities, so that college students can quickly integrate into the music games, eliminate bad emotions in time, and feel the happiness brought by music. Musical performance is slightly more complicated than music games. The design and rehearsal of musical performance need teamwork and unity among members to complete the creation and performance together. In this process, it is helpful for college students to establish a collective friendship of mutual trust and mutual help, find a sense of collective belonging and establish a positive and optimistic attitude.

Creation. Music creation is the music activity of creative thinking. There are two kinds of music creation, one is simple improvisation, the other is orderly creation based on music materials. Improvisation is to let college students create music immediately according to the existing psychological state at that time. Specifically, when college students are in a state of anger, they are encouraged to vent their anger by

playing drums and other improvisations; When they are in a sad state, encourage them to play and sing for psychological counseling. Improvisation creates the characteristics of anytime and anywhere, which provides a simple and easy way for students to release psychological pressure and negative emotions in time. The orderly music creation based on music materials can cultivate the creativity of college students. Specifically, college students can reinterpret their favorite music works to interpret new contents, such as changing the rhythm and tone of the original music, adapting the sad and slow music into lively music, and adapting the high passion music into slow lyric music. This can not only form college students' own music style, It can also help them to express their emotions, solve their troubles and reduce their psychological problems.

Results: First of all, from the impact of music courses offered by the University. According to the author's survey, the attendance rate of these elective courses is basically more than 80%. Every class is very serious to learn and appreciate, and the teacher is also very adored. 76% of the students think that these music lessons can relax their tired body. 84% of the students think that music appreciation lessons can adjust their mood. According to the relevant data, music appreciation courses in universities are welcomed by most college students. They hope to listen to more music works and watch more film and television music works under the guidance of teachers.

Secondly, different music brings different feelings to college students. The survey shows that when individuals are in different emotional states, they will always consciously or unconsciously choose music to adjust their mood. When they are happy, they choose cheerful music to make their mood more cheerful. When they are depressed, they choose low and sad music to help them vent their melancholy. Music is the art of emotion, music has the function of health care, so playing appropriate music in the psychological counseling center of colleges and universities can help students to vent their emotions. For example, when appreciating Beethoven's symphony of destiny, the passionate, powerful and contradictory music shakes everyone's heart. It not only makes people feel Beethoven's strong will to fight against fate in misfortune, but also makes people enter a spiritual realm of indomitable struggle and striving, appreciating such works can effectively help students deal with the difficulties and setbacks in their study and life.

Conclusions: Music education plays an irreplaceable role in the construction of College Students' healthy psychology in the process of cooperation with psychological quality education. The high efficiency of work and life rhythm has increased people's mental pressure, indifference to the family relationship between people, materialistic crossflow has brought serious crisis and hidden danger to human society. People become more anxious and uneasy in their spiritual life. Therefore, people are eager to liberate themselves from the state of "working machine" and pursue a kind of spiritual life which is conducive to the coordinated development of individual sensibility and rationality, and the harmony of group interpersonal relationship. It is in this case that music attracts people deeply with its unique charm and becomes an indispensable part of life.

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INFLUENCE OF YOGA PRACTICE ON COLLEGE STUDENTS'MENTAL HEALTH

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Background: With the rapid development of society, the increasingly fierce social competition, employment pressure, study pressure, interpersonal relationships and love confused on contemporary college students' physiological and psychological aspects of a certain negative impact, college students are an important group of social development, the community psychological health problems caught the attention of the height of the country, education, nowadays, the college students' mental health intervention is more, with what method to reduce psychological problems of college students social and university one of the problems to be solved. The study found that regular yoga practice has a positive effect on the mental health of college students.

Research Objectives: This paper aims to understand the problems existing in college students' mental health, reveal the influence of yoga practice on college students' mental health, and provide scientific guidance and empirical basis for improving college students' mental health level. Then promote the overall development of college students' physical and mental health.

Subjects and methods: The subjects were students of Grade 2019 and Grade 2020 in Huanggang Normal University, and 200 students were randomly selected to participate in the study. The experimental group and

the control group had 100 people in each group. The experimental group had regular yoga practice twice a week, while the control group had normal life and study.

Study design: Before conducting yoga intervention in the form of questionnaire survey on two groups of students with mental health test, the test adopts famous mental health test scale SCL-90 symptoms self-evaluation scale, the scale is a factor of 10, reflect the heart condition of the ten aspects respectively, each project take five scoring system, when evaluating the psychological health level, the total split and factor to divide, divide total SCL-90 score is smaller, showed that psychological health conditions are relatively good, also, the smaller the factor score was equally divided between, show that the factor to reflect the status of the heart of adverse symptoms lighter, better mental health. The reliability and validity coefficient of this scale has been tested and recognized internationally and has high validity and reliability. It is used as a tool to measure the mental health level of college students with high reliability and validity and stability. Secondly, the differences of mental health status of college students before and after the experiment were compared with the mental health test scale. Finally, using the experimental method, the experimental group of students for 16 weeks of yoga practice, the experimental process, 2 times a week, 90min/time, 16 weeks later on the experimental group and the control group were respectively mental health test scale for re-investigation. Then the data of mental health test scale before and after the experiment were compared and analyzed.

Methods of statistical analysis: The mental health test data of students before and after the experiment were obtained by questionnaire, and the data before and after the experiment were input, stored and analyzed using SPSS19.0 statistical software. The data of SCL-90, a mental health test scale, were analyzed and compared between the two groups before the experiment, and no statistically significant difference was found.

Results: After 16 weeks of yoga training, the experimental group in interpersonal sensitivity, paranoia, depression, the total score of four indicators were significantly reduced compared with the control group, the four indicators were significantly reduced compared with the control group ($P<0.01$), anxiety, somatization, obsessive symptoms and other four indicators were lower than the control group ($P<0.05$); after the experiment, the indicators of interpersonal sensitivity, depression, anxiety and paranoia in the control group were decreased, but the difference was not statistically significant ($P>0.05$).

Conclusion: Compared with the experimental group and the control group, regular yoga practice can effectively relieve and improve the mental health problems of tension and anxiety and has an obvious effect on promoting the mental health of college students; The mental health level of the experimental group was significantly different before and after the experiment. The seven factors in the SCL-90 scale (somatization, obsessive symptoms, depression, anxiety, hostility, terror and psychosis, etc.) were optimized or improved significantly, which indicated that yoga practice could improve the mental health level of college students. Through the comparison before and after the experiment, it was found that there was no significant improvement in the two factors (paranoia and obsessive-compulsive disorder) in the scale, indicating that mental health is a complex and dynamic process, which should be scientifically recognized and prevented in advance.

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RATING COGNITIVE BEHAVIORAL THERAPY AND EMOTIONAL MANIFESTATIONS HAVE A ROLE IN REDUCING ANXIETY IN COLLEGE STUDENTS

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Background: Anxiety has been increasing, on the one hand, due to social changes, the pace of life accelerated caused. According to data from a study, people are 10 to 15 percent more likely to develop anxiety symptoms in their lifetime. Because college students are still in the formation stage at the psychological and consciousness level, it is particularly important. Because of the new contact with the new environment, the relationship with others in dealing with the relationship because of immaturity and friction, a variety of problems, these will become the cause of anxiety of college students. Anxiety will bring psychological pain, but also permeate life, so that their social skills have problems, in education, emotional frustration, the most serious will lead to suicide. To relieve the anxiety of college students and guide them to a more active state of mind is the focus of mental health work in colleges and universities.

Objectives: In recent years, cognitive behavioral therapy has received more attention, cognitive

behavioral therapy has significant effect on improving anxiety of college students, can significantly reduce anxiety level, is of great significance to mental health in colleges and universities, and has positive significance for the intervention of mental illness and the study of mental health. Taking employment anxiety as an example, this paper analyzes the causes of anxiety among college students and explains the role of using cognitive therapy theory to urge college students to change their misperception concepts and get back on track.

Subjects and methods: The research object: a sample survey of the sophomores and four students in each subject by the convenient sampling method of a university. A total of 200 people participated in the sample survey, the number of valid questionnaires was 187, the recovery rate was 93.5%. They were screened in other ways and actually 177 valid samples were obtained.

Analysis method. SAS scale: The subjective feelings of adults with anxiety are assessed using the Anxiety Self-Assessment Scale, or SAS scale. SAS has a total of 20 items with a rating of 1-4. In accordance with the method of delimitation points, when the SAS standard score is *M-SD*, it can be determined that the subject has mild anxiety, and when the SAS standard score is M-2SD, the subject can be judged to have moderate to severe anxiety. Data processing: SPSS13.0 is used for data processing and integration of the recycled questionnaire, t-test is used, and P-lt; 0.05 is statistically significant for the difference.

Incidence of anxiety among college students. The 177 college students were rated 45.3164 to 6.48262. The dividing line is determined according to the *M-SD*, and when the SAS standard is divided into 51.79902, it can be considered mild anxiety, and when the SAS standard score is 58.28164, it is considered moderate to severe anxiety. Twenty-one students experienced various levels of anxiety, with anxiety symptoms showing 12 percent of students, and moderate anxiety and mild anxiety rates at 4 percent and 8 percent.

Results: Cognitive behavioral therapy has developed rapidly in recent years, mainly for the treatment of anxiety disorders, depression, obsessive compulsive disorder and other mental illnesses, the therapeutic effect has been verified by all parties. Cognitive behavioral therapy can not only target depression or anxiety, but also improve social anxiety. Based on the assumption that people's emotions and behavior are affected by cognitive processes, cognitive and behavioral techniques can change people's wrong cognition and correct bad behavior. Cognitive therapy was born in the United States in the 1960s and 1970s, and its theoretical basis is from Alan Baker's theory of emotional cognition. He believes that the brain has a vague consciousness, that is, between consciousness and the subconscious, which is related to human cognition. Under the influence of fuzzy consciousness, it is easy to form some wrong cognition, in this cognitive mode to evaluate the judgment, will produce deviation, emotion will also be a problem. According to Baker, mistakes and distorted ways of thinking are the root causes of psychological barriers and problems. In order to solve the psychological problems of patients, it is necessary to explore and study these thinking modes and replace the previous wrong thinking mode with correct and reasonable thinking mode, so as to form a correct cognition and better adapt to the environment.

Such as Table 1, pre-treatment SAS, HAMA score comparison difference is not statistically significant, after CBT treatment, SAS and HAMA score compared to pre-treatment, showed significant differences, control group SAS and HAMA scores were significantly lower than pre-treatment, with significant differences.

Table 1. Comparison of SAS vs. HAMD scores before and after treatment.

Constituencies	SAS				Hama			
	Before	After	*t*	*P*	Before	After	*t*	*P*
CBT(*n*=20)	64.15±6.82	35.25±10.35	12.076	<0.01	25.43±4.63	5.41±3.57	15.457	<0.01
Control (*n*=20)	65.03±6.37	50.48±6.54	7.983	<0.01	24.05±4.9	13.32±4.58	7.018	<0.01
t	-1.784	-5.487			-0.157	-6.352		
P	0.657	<0.01			0.783	<0.01		

As in Table 2, there were differences between the two groups in SAS and HAMA-rated treatment at different treatment times. In the SAS of the CBT group in the third week after treatment, the HAMA comparison score was significantly lower than that of the control group. After six weeks of treatment, the CBT group SAS, HAMA score significantly lower than the control group.

As in Table 3, the total number of CBT treatment group 20 people, of which the SAS score after treatment reached 14 people, while the control group SAS reached the standard of 8 people, the control group SAS and HAMA score significantly lower than the CBT group.

Self-Presentation Concepts and Analysis.

"Self-Discovery" was proposed by psychologist Sini Giurad in 1985. Jurard believes that it is the purpose

of self-disclosure to let the target person know about himself. Foreign psychologists have made detailed research on self-confessions from the fields of interpersonal relationship and social psychology. Self-presentation affects not only the connection between the individual and others, but also the mental health of the individual and the ability to adapt to society. Psychological studies have shown that one of the characteristics of a healthy personality is self-presentation, improved self-awareness, and feedback from others in the process of sharing it with others. The more intimate relationship between people through self-presentation, and the decrease in the mystery between each other, can lead to greater friendship between the two sides, to maintain their own mental health status. These studies have revealed that self-confessions are mutually beneficial, that information is obtained from each other due to the appearance of likes or affections, and that this tendency increases. The study of self-disclosure points out that self-disclosure brings positive effects, but also brings certain risks, which need to be controlled and grasped.

Table 2. Comparison of SAS and HAMD scores in different point-in-time control groups with treatment groups.

Constituencies	SAS (Week)			Hama (Week)		
	1	3	6	1	3	6
CBT	74.66±6.51	50.32±5.6	44.25±6.75	22.15±6.32	15.36±6.37	8.90±3.24
Control group	73.15±8.24	66.75±12.34	56.82±10.85	22.64±5.75	18.94±5.32	16.73±6.52
t	-0.174	-4.038	-5.132	-0.785	-2.584	-5.087
P	0.815	<0.01	<0.01	0.398	0.004	<0.01

Table 3. Comparison of efficiency after treatment in two groups of patients *n* (%).

Project	CBT Group Control Group		X^2	*P*
SAS	14(0.64)	8(39.8)	4.958	0.023
Hama	12(69.4)	7(34.8)	4.872	0.025

As in Table 4, it shows that there are differences in gender in self-presentation. On the whole, girls in personality, learning, interest in the appearance is higher than boys, men and women in the attitude of similar, boys in terms of money than girls. There were significant differences in the after-the-fact analysis results of male and female college students in terms of interest, study and so on. The results of post-mortem analysis show that there are significant differences in the degree of exposure of male and female college students in terms of interest, study, physical ity, and that girls are significantly higher than boys, while there is no significant difference between male and female students in terms of more private money and attitude. Male and female students in interest, learning and other open topics show a relatively large number. The difference in gender in self-representation stems from many aspects, such as social expectations and perceptions of gender, and gender role recognition. Society's expectations of men are more objective, active, strong and brave and so on, while the expectations of women are gentle, lively, imaginative, understanding and so on. Gender roles need to be observed and, if not carried out according to their standards, they are considered the product of socialization failure. The perception of gender roles and people's attitudes are one of the reasons why they differ in gender. Men in communication, not as close as women self-representation more, psychological experts believe that this is due to the socialization process of male communication is not deep, lack of intimate skills. Through the researchers' research, boys' less self-explicatory was associated with fear of negative evaluation. In most studies, gender differences in self-disclosure were validated.

There are differences in the appearance of different target people among college students. As in Table 5, it is clear lying that there are differences in the quantity, content, purpose, etc. Because parents in our country are genuinely concerned about their children's learning, to provide financial support for their children, so college students are more inclined to show their parents learning aspects, our country's college students on personality, physical less, which shows that parents are not concerned about their own aspects of the child, students are not willing to show relevant aspects. Children also try to avoid being exposed to their parents in terms of personality. On the contrary, college students have more representation stashing of male and female friends, and peers have a better understanding of personality, so they are the best object of expression.

Anxiety is the tension that arises when the feeling of misfortune is about to occur. College students'

anxiety about employment mainly refers to the anxiety and nervousness that may be achieved by their intended goals. Anxiety has become a common phenomenon, and most people experience it. Anxiety arises when the required abilities in an objective situation cannot be met on their own. In the face of increasingly fierce employment competition, college students will produce protective anxiety, can encourage students, use their own abilities to face problems. But the accumulation of anxiety will exceed the normal range, affecting the normal performance of social functions, the treatment of problems will also be hindered, and even affect normal life, to anxiety neurosis transformation. Many college students will be very worried about employment. Backed up tension anxiety, but also will produce attention cannot concentrate, emotional anger, voice sensitivity and other conditions, leading to college students to produce employment anxiety causes, mainly stress, social environment and biological stress is also the cause. Anxiety can destroy internal mental needs, hinder the progress of events and solve problems, and include cognitive errors in employment, as well as negative personal experiences with employment.

Table 4. Self-expression scores for performance in different gender grades.

Project	State		Interesting		Learning		Gold money		Sex		Body	
	M	SD	M	SD	M	SD	M	SD	M	SD	M	SD
Freshman	1.92	0.36	2.05	0.43	2.02	0.43	1.77	0.48	1.85	0.30	1.75	0.43
Sophomore	1.94	0.39	2.07	0.45	2.07	0.38	1.78	0.43	1.86	0.37	1.78	0.42
Junior	2.12	0.30	2.24	0.31	2.16	0.37	1.86	0.42	1.93	0.34	1.84	0.34
Senior	2.18	0.38	2.26	0.32	2.23	0.34	1.87	0.40	1.96	0.33	1.85	0.37
Graduate	1.92	0.34	2.02	0.35	2.05	0.36	1.89	0.37	1.81	0.34	1.74	0.39
Boys	2.01	0.32	2.07	0.38	2.07	0.41	1.86	0.46	1.87	0.38	1.78	0.43
Girls	2.00	0.35	2.16	0.37	2.18	0.39	1.80	0.38	1.91	0.35	1.84	0.38
Entire	2.02	0.37	2.13	0.39	2.12	0.40	1.83	0.43	1.87	0.36	1. 82	0.41
Gender	0.02		5.18*		8.06*		2.01		1.57		3.28*	
Grade	5.41**		6.12**		4.18*		1.29		2.54*		2.05	
Gender grade	0.28		0.42		0.68		0.23		1.17		0.35	

Table 5. Self-presentation of different genders, grades and different target sisters.

Project	Father		Mother		Boyfriend		Girlfriend	
	M	SD	M	SD	M	SD	M	SD
Freshman	2.01	0.42	1.89	0.43	1.86	0.43	1.92	0.41
Sophomore	2.03	0.41	1.87	0.38	1.84	0.43	1.90	0.35
Junior	2.07	0.34	1.96	0.32	2.05	0.31	1.97	0.39
Senior	2.12	0.37	2.01	0.41	2.02	0.32	2.04	0.32
Graduate	1.83	0.36	1.78	0.38	2.01	0.38	2.08	0.38
Boys	1.96	0.37	1.93	0.37	2.02	0.35	1.78	0.42
Girls	2.07	0.42	1.92	0.41	1.78	0.41	2.09	0.35
Entire	2.02	0.38	1.93	0.38	1.92	0.40	1.95	0.36
Gender	10.75**		1.02		9.42*		26.77**	
Grade	4.37**		4.15*		5.48**		4.89**	
Gender x grade	1.74		1.69		0.96		1.03	

Conclusions: To alleviate the anxiety of college students is the focus of mental health work in colleges and universities, it is necessary for families and society to work together to solve the anxiety problems of college students. Concerned about the anxiety problems of college students, help them to improve the correct cognition, form the correct concept, and thus move towards healthy development. At the same time, in-depth research in related aspects, better to solve anxiety to provide theoretical support.

GUIDELINES FOR AUTHORS

General considerations

Psychiatria Danubina is a peer-reviewed open access journal of the Psychiatric Danubian Association, aimed to publish original scientific contributions in psychiatry, psychological medicine and related science (neurosciences, biological, psychological, and social sciences as well as philosophy of science and medical ethics, history, organization and economics of mental health services). Its scope includes mental health in general and all psychological aspects of any branch of medicine, surgery, or obstetrics; and any subspecialty of psychiatry and related clinical and basic sciences.

The specific aim is to promote psychiatry in Danube region countries as well as to stimulate collaboration and joint projects.

Manuscripts are published in English language only. All submitted manuscripts are given equal consideration, irrespective of the country they originate from, as long as the following main criteria are met:

A manuscript is written and prepared according to the Journal's Instructions for authors.

Throughout the entire editorial process, Psychiatria Danubina follows the best practice guidelines given by the Committee on publication ethics (COPE) (available at: *http://publicationethics.org/files/Code_of_Conduct.pdf*) and Recommendations for the Conduct, Reporting, Editing, and Publication of Scholarly work in Medical Journals by International Committee of Medical Journal Editors (ICMJE) (available at: *http://www.icmje.org/recommendations/*)

Editors at Psychiatria Danubina are committed to ensure the integrity and promote innovative and evidence-based sources of information in order to maintain the quality and ensure the impact of the papers published in our Journal, according to the principles set by Sarajevo Declaration on Integrity and Visibility of Scholarly Publications communication (*http://www.cmj.hr/2016/57/6/28051276.htm*).

Instructions for authors

Manuscripts must be written in standard and grammatical as well as clear and concise scientific *English*. It is the responsibility of the authors to ensure the quality of the language. The acceptance criteria for all papers are the quality and originality of the research and its significance to our readership.

Submission of the manuscript

Submission of a manuscript implies:
- that the work described has not been published before (except in the form of an abstract or as part of a published lecture, review or thesis);
- that it is not under consideration for publication anywhere else;
- that its publication has been approved by all co-authors, if any, as well as by responsible authorities – tacitly or explicitly – at the institute where the work has been carried out.

This must be stated in the *Covering letter.*

Manuscripts submitted for publication must contain a statement to the effect that all human studies have been approved by a suitably constituted Ethics Committee of the institution within which the work was undertaken and that it conforms to the provisions of the Declaration of Helsinki in 1995 (as revised in Edinburgh 2000). All investigations on human subjects must include a statement that the subject gave informed consent and patient anonymity should be preserved. Any experiments involving animals must be demonstrated to be ethically acceptable. This should be stated in the Subjects sections of the manuscript (see below).

Authors are asked to refrain from submitting papers which have overlap in content with previously accepted papers by the same authors. If the differences between the two are substantial enough that the papers should be considered as distinct, authors are advised to forward copies of both to the Editorial Office.

The editors reserve the right to reject manuscripts that do not comply with the above-mentioned requirements. The author will be held responsible for false statements or for failure to fulfil these requirements.

The manuscript, together with the Covering letter, should be uploaded electronically to the official page of Psychiatria Danubina: *http://www.hdbp.org/psychiatria_danubina/about.html.*

By accessing the online submission at *http://journal.sdewes.org/psych-dan* you will be guided stepwise through the creation and uploading of the various files. The Editorial Office will acknowledge the receipt of the manuscript and provide it with a manuscript reference number. The reference number of the manuscript should be quoted in all correspondence with the Chief Editor and Editorial Office. Each manuscript will be assigned to at least two peer reviewers. Where revisions are sought prior to publication, authors are advised to incorporate any suggestions which they agree would improve their paper. The response letter (separate Word file) should thoroughly respond to each reviewer's comment (numbered), indicating where in the text it has been dealt with, or why the authors disagree or cannnot incorporate it. After the assessors' further comments have been received, the editors will make the final decision, including priority and time of publication, and the right to modify and, if necessary, shorten the material for publication.

Types of papers

Types of accepted papers are given below. Word count for the manuscript includes only the plain text (not tables, figures, abstracts or references). Contributions will be considered for the following categories:
- **Original research;**
- **Review/Mini-review;**
- **Brief report;**

- **Viewpoint;**
- **Letter to the Editor: 600-800 words, up to 10 references, 1 figure/table;**
- **Case report;**
- **Book review;**
- **Invitation/Announcement.**

Preparation of the manuscript
- Submit the manuscript as an editable Word (preferred) or rich text format (rtf) document.
- Use Times New Roman in 12 point size and double line spacing.
- All pages should be numbered.
- Use a clear system of headings to divide up and clarify the text, with not more than three grades of headings.
- Figures should be submitted as separate TIF or EPS format files and the desired position of figures and tables should be indicated in the manuscript.
- Footnotes to the text are not allowed.
- All measurements must be given in standard SI units.
- Abbreviations should be used sparingly and only where they ease the reader's task by reducing repetition of long terms. Initially use the word in full, followed by the abbreviation in the parentheses. Thereafter use the abbreviations.
- Drugs should be referred to by their generic names. When a brand name is used, it shall begin with a capital letter and the manufacturer's address details should be given.
- Do not use pejorative labels such as 'schizophrenics', instead refer to 'patients with schizophrenia'.

Manuscripts should be presented in the following order:

1. Title page

   The first page should contain:
   - the title of the paper - should be short, informative and contain the major key words;
   - the full names of the authors and position titles at the respective institutions;
   - the addresses of the institutions at which the work was carried out (addresses for authors other than the correspondence author should contain the department, institution, city and country);
   - indicate all affiliations with superscript number after the author's name and in front of the appropriate address;
   - corresponding author - the full postal and email address, plus facsimile and telephone numbers, the department, institution, city and country.

   The title page should be uploaded separately. The rest of the manuscript should not contain personal information of the authors.

2. Summary and Key words

   The second page should carry on a Summary in the region of 300 words, followed by a list of 3-5 key words or short phrases drawn, if possible, from the medical subject headings (MeSH) list of *Index Medicus* (*http://www.nlm.nih.gov/mesh/meshhome.html*). The Summary should state, whenever applicable, very specifically, the main purposes, procedures, findings, and conclusions of the paper, emphasizing what is new or important.

   For original papers and review articles, a structured Summary using the headings is preferred:
   - **Background** (questions addressed; principal aims of a review);
   - **Subjects and Methods** (design, setting, sample, interventions, chief outcome measures; for reviews sources of data and criteria for their selection);
   - **Results** (main findings together with their statistical significance, if possible);
   - **Conclusions** (those related to results, limitations as appropriate, clinical and researh implications; for reviews principal conclusions and clinical and research implications).

3. Text

   It should be divided by subheadings into the following sections:
   - **Introduction** (authors should provide an adequate background and end with the aims of the study);
   - **Subjects and methods** (*Subjects* with ethical considerations and informed consent, *Methods, Statistical Analyses; authors should provide sufficient detail to enable possible reproduction of the study*);
   - **Results** (the results section should simply state the findings of the research arranged in a logical sequence without bias or interpretation);
   - **Discussion** (the discussion section should contain interpretation of the results and their comparison with previous studies, also include limitations of the study);
   - **Conclusions** (needs to summerize the content and purpose of the paper).

4. Acknowledgements

   The source of financial grants and other funding should be acknowledged. The contribution of institutions, colleagues, technical writers or language editors should be noted. Thanks to anonymous reviewers are not needed. If there are no acknowledgements please state so by putting 'None' in the respective section.

5. Conflict of Interest

Authors are requested to disclose any commercial or other associations that might pooose a conflict of interest in connection with the submitted articles. If there is no conflict of interest please put 'None to declare' in the respective section.

6. Contributors

It is required to declare every author's individual contribution to the manuscript. Every author should be mentioned for his exact work (e.g. design of the study, literature searches and analyses, statistical analyses, interpretation of data).

7. References

- In the text give the author last name and publication year within parentheses (e.g. Jakovljevic 2008, Sartorius 2009).
- If there are two authors, both should be named (e.g. Svrakic & Cloninger 2010, Sher & LaBode 2011).
- If there is an article with more than two authors, only the first author's name plus 'et al.' need to be given (e.g. Sartorius et al. 1996, Stinson et al. 2008).
- *If there is more than one reference by the same author or team of authors in the same year, differentiate between papers* by adding a, b, c, etc. to the publication year, both in the text and the list of references.

All references cited in the text are to be listed in the References section at the end of the text, in alphabetical and chronological order under the last name of the first author.

Where there are more than six authors, list the first six authors and use 'et al.'. All works cited must be listed at the end of the paper, ordered alphabetically by first author's name. Names of journals should be abbreviated in the style used in *Index Medicus*.

References should be listed in the following form:

1. *Svrakic DM & Cloninger RC: Epigenetic perspective on behavior development, personality, and personality disorders. Psychiatr Danub 2010; 22:153-66*
2. *Grant BF, Hasin DS, Blanco C, Stinson FS, Chou SP, Goldstein RB et al.: The epidemiology of social anxiety disorder in the United States: results from the National Epidemiologic Survey on Alcohol and Related Conditions. J Clin Psychiatry 2005; 66:1351-61*
3. *Reiter RJ & Robinson J: Melatonin. Bantam Books, New York, 1995*
4. *Doghramji K, Brainard G & Balaicuis JM: Sleep and sleep disorders. In Monti DA & Beitman BD (eds): Integrative Psychiatry, 195-339. Oxford University Press, 2010*

8. Tables

Tables should be included on separate pages and numbered consecutively with Arabic numerals (e.g. Table 1). Column headings should be brief, with units of measurement in parentheses. All abbreviations and symbols should be defined in the legend. The table and its legend should be understandable without reference to the text. Desired position of tables should be indicated in the text.

9. Figures

Illustrations such as graphs, diagrams or photographs should also be numbered consecutively with Arabic numerals (e.g. Figure 1) on separate pages, after the Tables. They should contain a short title followed by a concise description. All abbreviations and symbols should be defined in the legend. The figure and its legend should be understandable without reference to the text. Provide a letter stating copyright authorization if figures have been reproduced from another source. Photographs of persons must be made unidentifiable or the subject's written permission must be obtained. Desired position of figures should be indicated in the text. The cost of reproducing colour illustrations is charged to the authors. Please contact the publishers for an estimate of this cost (*marketing@medicinskanaklada.hr*).

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