PSYCHIATRIA DANUBINA

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PSYCHIATRIA DANUBINA

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ABSTRACTS

THE IMPACT OF INTANGIBLE ASSETS EVALUATION ON CONSUMPTION CONCEPTS FROM THE PERSPECTIVE OF MARKETING PSYCHOLOGY

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Background: Research related to evaluation found that large evaluations in intangible assets often arouse consumers' favor more than small evaluations in intangible assets. When it comes to evaluation, people prefer large evaluations. For example, people are more likely to prefer large items to strengthen consumers' preference for intangible assets; colors marked with large evaluations are more popular than colors marked with small evaluations; people have shown a preference for big numbers in many areas of life.

However, this "big is good" principle does not apply to all products. Existing studies have found that in some cases, consumers prefer to have smaller evaluations in intangible assets. For example, for hedonics and luxury goods, small assessments in intangible assets are often more popular. When the product is portable, consumers prefer products with small evaluations among intangible assets. So, what impact will the intangible asset evaluation have on consumption concepts? What is its internal mechanism? The existing research on the evaluation of intangible assets still lacks a unified theoretical framework.

This study is based on the limitations of previous studies, based on the theory of temporal and spatial consistency, and explores the impact of intangible asset evaluation on consumption concepts. First of all, Experiment 1 shows that consumers are more likely to perceive that product with large evaluations in intangible assets are more valuable, which leads to more positive product attitudes. Secondly, Experiment 2 explored the adjustment effect of the individual's cognitive demand level, and established the corresponding boundary conditions for the main effect. The evaluation of intangible assets can effectively affect the attitude of individuals with low cognitive needs on the product, but will not significantly affect the attitude of individuals with high cognitive needs on the product.

Subjects and methods: Experiment 1 recruited 68 consumers (age 19-48 years old, $M = 30.24$, $SD = 8.58$, 52.94% female) in a shopping mall with a reward of 10 yuan to complete a series of activities on laptops. Participants were randomly assigned to 2 groups (large evaluation, small evaluation), and the final overall sample size was ($n = 63$), and the sample size of each group was (large evaluation = 32, n small evaluation = 31).

Certain assessments may have special meanings, for example: 13 means misfortune, 4 means death. In order to eliminate the influence of this effect, the researchers collected 43 machines on the Internet, PIW00-27, PIW00-73, PIW00-33, PIW00-50, PIW00-67), and then asked participants whether the names of these intangible assets have special meaning. The results show that for the vast majority of participants (97.67%), the name of intangible assets used in Experiment 1 does not have a special meaning.

Study design: Participants performed a pre-test (age 17-49, $M = 29.58$, $SD = 8.61$, female proportion 48.84%), and presented all the intangible asset names used in Experiment 1 to the participants one by one (the order follows the researcher a virtual notebook computer intangible asset series "PIW00-" was created, and different assessments were added to show the difference between intangible assets. First, participants were introduced to the other three products in the same intangible asset series (pictures, product information, intangibles). Asset name, PIW00-33, PIW00-50, PIW00-67) as a reference. For the large evaluation group, the evaluation of the target intangible assets obtained by the participants is larger than the evaluation of the reference intangible asset (PIW00-73); for the small evaluation group, the evaluation in the target intangible assets given to participants is smaller than the evaluation in the reference intangible assets (PIW00-27).

After that, the researchers asked participants to report their attitudes towards the product (7 points scale, 1 point dislike, 7 points like), the perceived value of the product (7 points scale, 1 point low, 7 points high), and some confusion Items, such as personal hobbies, understanding of such products, etc. Finally, the researcher asked the participants to recall the name of the target intangible asset, report whether the name of the intangible asset has a special meaning, whether the evaluation of the product depends on past shopping experience, and guess the purpose of the survey.

Methods of statistical analysis: SPSS18.0 software is used for data entry and analysis. The main statistical methods used are descriptive statistics and one-way analysis of variance.

Results: Operational test: 2 participants reported the wrong intangible asset name, 1 participant thought that the intangible asset name contained special meaning, and the evaluation of the product by 2 participants relied on past shopping experience, and no participant guessed this time. The real purpose of the

investigation, the experimental operation effectively affected most of the participants.

Perceived value: The results show that the evaluation of intangible assets will significantly affect the perceived value of the product. Participants in the large evaluation group tend to believe that the product has higher perceived value (M large = 5.03, SD = 0.78; M small = 3.35, SD = 0.71, t (61) = 8.90, $P < 0.05$, d = 2.25).

Consumption concept: The results show that participants in the large evaluation group have significantly higher attitudes towards products than those in the small evaluation group (M large = 5.31, SD = 0.86; M small = 3.74, SD = 0.73, t (61) = 7.81, $P < 0.05$, d = 1.97), which provides a basis for hypothesis 1a.

Intermediary analysis: In order to further verify the relationship between evaluation, perceived value and consumption concepts, this study analyzes the intermediary effect of perceived value through Bootstrapping (PROCESS Model 4, Hayes, 2013). It is found that the perceived value mediates the impact of the evaluation size on consumption concepts (95% confidence interval = 1.45; CI = 1.10 to 1.87), while the direct effect of intangible asset evaluation on consumer attitudes is not significant (Direct effect 0 = 0.12; CI = -0.24 to 0.48), indicating that the perceived value completely mediates the relationship between the appraisal size and the consumption concept. The result verifies the hypothesis 1b. Please see Figure 1 for details.
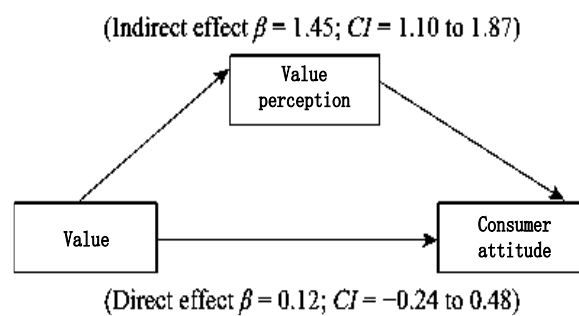
Figure 1. Analysis of the mediation effects.

The experimental data results verify Hypothesis 1, which shows that intangible assets containing large evaluations can stimulate consumers' positive attitudes towards products more than containing small evaluations. Secondly, the experiment tested the mediating role of perceived value between appraisal size and consumption concept, and constructed an internal mechanism model.

Conclusions: This study shows that the evaluation of intangible assets will significantly affect consumers' attitudes towards products. Intangible assets containing large evaluations can stimulate consumers to love products more than intangible assets containing small evaluations. The experiment verified the mediating role of perceived value and constructed the internal mechanism model of the main effect. This study embeds the individual's cognitive needs level into the main research framework of the evaluation category of intangible assets, pays attention to its moderating effect on the evaluation effect of intangible assets, clarifies the boundary conditions for the main effect, and constructs a clearer theoretical and application field frame.

Current research only explores the impact of the size difference between a single assessment on consumption concepts, but the name of intangible assets may include a combination of multiple assessments and categories, for example: Is there a difference between DX1 and XD1? Follow-up research can further explore the impact of the difference between the assessment category combinations.

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THE APPLICATION OF SOCIAL PSYCHOLOGY IN SHAKESPEARE AND JONSON'S "IDEAL POET" THOUGHT IMPACT

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Background: In Shakespeare's sonnets, the poet described two very different scenes. One is the bleak and withered winter, and the other is the fruitful late summer and early autumn. After reading the whole poem, we know that these two scenes are not both depictions of the objective world. The poet separates

from his friends, "This parting day is clearly in the summer/or a rich and fruitful autumn." But in the eyes of the poet and in the poet's heart, this is just a cold winter that makes people shiver. There is no fruit, only a bleak psychological space that is open, multidimensional and dynamic. The occurrence of a single event in the material world reflects that the human mental space can have multiple or different forms of perception.

In Jonson's psychological theory, "motivation" is its most prominent feature. Jonson's concept of psychological power can be summarized as a psychological stress system, focusing on the meaning of demand and power energy, and emphasizing the interaction of various psychological powers in a system. This kind of psychological tension system can also be used in the interpretation and appreciation of poetry. Reading this poem for the first time, "How like a winter hath my absence been? From this, the pleasure of the fleeting year!" What kind of happiness and cold is like? Why does the poet feel this emotion? This kind of demand of readers has caused them to produce a state of psychological tension. The poet's following verses met the psychological needs of readers. The two pictures of winter and summer have created a strong psychological contrast and contrast for readers. It is this contradiction that gives readers enough space for aesthetics and imagination.

Based on the theory of Jonson's social psychology, this article studies the philosophy of the ideal human nature of "Shakespearean Literary Youth", which refers to the individual's estimation of the general behavior patterns of others. The philosophy of ideal humanity can not only reflect the coping style that an individual will adopt when facing a certain situation, but also reflect the correctness of the individual's health and moral standards, thinking styles and values to a certain extent. Studies have shown that the individual's view of ideal humanity philosophy will affect the individual's social support. The age of 15-25 is a period when individual ideological and moral qualities, attitudes to life, and values are gradually formed and stabilized. It plays a vital role in the formation and development of individual ideal humanity philosophy.

Subjects and methods: Targeted Shakespeare literature lovers, a total of 600 people, 38 people were eliminated due to incomplete questionnaires, 562 people were actually sampled, and the effective sample rate was 93.67%. Age 15-24 years old, with an average of 18.5 years old. The Philosophical Scale of Ideal Humanity (PHN) [4l The Revised Philosophical Scale of Ideal Humanity (RPHN) is called Life Event Scale (LES) Symptom Self-Rating Scale (SCL-90) and Eysenck Personality Questionnaire (EPQ) as Measuring tools. PHN contains 84 items, including 6 subscales of trustworthiness, altruism, independence, willpower and rationality, the complexity of ideal human nature, and the variability of ideal human nature.

Study design: Each subscale consists of 14 items with a score ranging from -3 (completely disagree) to + 3 (completely agree), of which 7 items are scored as positive points, and 7 items are scored as negative points. The score range of the subscale is 42-42, the full-scale score range is between 252-252. RPHN contains 20 items, including trustworthy and cynical 2 factors, the score is the same as that of PHN. The higher the PHN and RPHN scores, the more positive the individual is about the positive aspects of ideal humanity (trustworthy, altruism, independence, understanding, etc.) High; the lower the score, the more the individual emphasizes the negative aspects of ideal humanity (untrustworthy, selfish, dependent, difficult to understand, etc.).

Methods of statistical analysis: Statistical analysis SPSS 16.0 was used for statistical analysis, including rank transformation one-way analysis of variance, Spearman correlation analysis, and multiple stepwise regression analysis.

Results: Literati PHN RPHN factors and EPQ factors are mostly related significantly ($|r| = 0.098$-0.411, $P < 0.05$ or $P < 0.01$), and cynicism is particularly related to EPQ neurotic, psychotic, and covert The correlation coefficient was significant ($r = 0.406, 0.396, -0.411, P < 0.01$).

Eysenck's temperament type theory believes that NE scale scores can be used to classify temperament types. Using the rank transformation analysis method, the PHN and RPHN factors of writers of different temperament types are compared. Table 6 reveals that PHN is trustworthy, altruism, willpower and rationality, the complex positivity of ideal human nature, and RPHN trustworthy and cynical factors. Significant or significant difference ($F = 3.558, P < 0.014$) the highest average value of positive factors and the lowest average value of negative factors are mostly concentrated in the plethora of temperament type writers. The statistical results are shown in Table 1.

Table 1 shows that the individual's mental health and self-congruence are closely related to daily life events. Ideal humanity philosophy, as an important indicator and specific manifestation of mental health and self-congruence, should also be valued for its relationship with life events. Table 1 suggests that life events encountered by writers in family life, work, study, and social interaction may have a significant impact on their ideal human philosophy attitude, that is, negative life events can cause psychological pressure and reduce mental health. It affects the formation of a positive and good ideal view of human nature. Positive life events can relieve psychological pressure, improve mental health, and promote the formation of a positive and good philosophy view of ideal human nature. It reveals that for soldiers who hold positive, trustworthy, willpower, and rational philosophy, the unpleasant family life, work and study,

and interpersonal events in the past have caused significantly less psychological pressure on them, and vice versa. Studies have shown that family member intimacy and adaptability have a significant predictive effect on the formation of an individual's ideal view of human nature, that is, family member intimacy has a positive predictive effect on the trustworthiness of RPHN; family member adaptability has a negative predictive effect on RPHN cynicism.

Table 1. Statistics of ideal human philosophical characteristics of writers and their influencing factors.

Serial number	Independent variable	Standard regression coefficient (beta)	Source
1	Neuroticism	0.436	EPQ.
2	Trust-worthy	-0.116	PHN.
3	Total score of	0.107	LES.
4	Will power and	0.096	PHN.
5	Internal and	-0.085	EPQ.

Conclusions: Investigate and analyze the philosophical characteristics and influencing factors of ideal human nature of writers. The Philosophical Scale of Ideal Humanity (PHN) and the Revised Philosophical Scale of Ideal Humanity (RPHN) Life Event Scale (LES) Symptom Self-Rating Scale (SCL-90) Eysenck Personality Questionnaire (EPQ) were used to test 562 literature Test at home. The statistical processing uses rank-transformed one-way analysis of variance, Spearman correlation analysis and multiple stepwise regression analysis. The ideal humanity philosophy of writers is quite different from each other; the ideal humanity philosophy of writers of junior high school level tends to be negative and gloomy; the ideal human philosophy of writers of different temperament types has highly significant differences in many factors (F = 3.558-18.192, Lin 0.014)), the highest average value of positive factors and the lowest average value of negative factors are mostly concentrated in writers of pleotropic temperament; writers PHN RPHN factors are more prominently related to negative life events (r = -0.084-0.182, P < 0.05 or P < 0.01); the writer PHN is trustworthy, altruism, willpower and rationality, the complexity of ideal human nature and RPHN trustworthiness, cynicism is significantly related to the SCL-90 total score and factor (P < 0.05 or P < 0.01); the correlation coefficients of writer RPHN cynicism and EPQ neuroticism, psychoticism and disguise were significantly higher (r = 0.406, 0.396, -0.411, P < 0.01); multiple stepwise regression Analysis shows that neuroticism is the most important factor affecting the mental health of writers (Beta = 0.436, t = 11.031, P = 0.000), and ideal humanity philosophy is trustworthy and positive (Beta = -0.116, t = -3.124, P = 0.002), Willpower and rational negativity (Beta = 0.096, t = 2.580, P = 0.010) also play an important role in the mental health of writers. By investigating and analyzing the influence of the ideal humanity philosophy of writers, it is necessary to carry out the education of ideal humanity philosophy for writers.

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ON THE INFLUENCE OF GESTALT PSYCHOLOGY PRINCIPLES ON THE CONTENTS OF DANCE COURSES

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Background: Gestalt psychology is a theory based on the theory of the force field of the brain and the theory of isomorphism, which aims to explain the inherent organization or structure of human experience. This organization or structure is inseparable from perceptual activities, and is a special function of automatic organization and automatic structure of human experience in the process of subject-object interaction. In other words, it does not exist in the object itself, but depends on the subject's experience. "Gestalt" is a transliteration of German "Gestalt". English is often translated into forms or shapes. Chinese generally translates "Gestalt" as "Gestalt", and the starting point of Gestalt psychology research is "form". The so-called "shape" (in Gestalt psychology, any shape is a Gestalt), is a perceptual whole with a high level of organization.

In 1923, German psychologist Max Wertheimer pointed out: "Human perception is composed of internally meaningful gestalts and derived from experience and environment. The form of perception is not due to some unrelated factors but rather Controlled by the dynamic program of an organization, the gathering of dots and lines is not a chaotic gathering of unrelated and fragmented units, but a meaningful gestalt based on the principles of similarity, proximity, closure, and continuity..."

American psychologist Rudolf Arnheim conducted a lot of experimental research and detailed elaboration on the principles of Gestalt psychology such as similarity, closure, and continuity in his "Art and Visual Perception" and "Visual Thinking". In his view, a painting, an image, a tune, a play, even a color, a sense of touch, can all be regarded as a gestalt.

This article attempts to investigate the content of dance courses based on the basic principles of Gestalt psychology. The principle of Gestalt is widely used in visual-related fields, such as art, architecture, and graphic design. Gestalt studies "shape", and it seems that the closest thing to "shape" is the spatial structure. However, Arnheim has repeatedly emphasized that the "shape" of the Gestalt is not a complete object existence or material object, it is the result of the active organization or construction of perception. The music and dance curriculum content setting using music and sound as the material will not produce actual and visually visible "shape", but it will construct the inner and perceptual "shape" through sound. Therefore, the perceptual principles of these gestalts are of exploratory significance for the content of dance courses.

Subjects and methods: Select 29 college students, including 12 boys and 17 girls, aged between 18 and 21 years old (M = 19.52, SD = 0.87). Participants are all right-handed; vision or corrected vision is normal, and there is no color vision disorder; their mother tongue is Chinese, and they will get corresponding rewards after completing the experiment.

Study design: A "+" for 500 ms appears in the center of the screen as a gaze point. After 1500 ms of the blank screen, the principle item (such as "red") appears on the screen. The principle item appears after 500 ms with a blank screen for 500 ms, and then a setting screen with a duration of 3000 ms appears. The setting screen consists of 6 setting items, of which 5 setting item boxes open to the left or right, and only 1 setting item box opens up or down, that is, setting items. The task of the subject is to quickly find the item and judge it. Opening direction (upward press "K" key, downward press "M" key), the 6 setting items in the setting screen are distributed in the diagonal position of the screen. The principle detection item appears after 500 ms of the blank screen, and the subject is required to determine whether the detection item is consistent with the principle item (a consistent "principle item is absolutely different from the setting item"

Under the matching conditions, there are 3 setting items that match the principle items. During the experiment, the subjects will be clearly told that distractions are absolutely impossible to be the setting items. The subjects are required to complete the setting quickly and well while ensuring that the principles are correct. Task participants practice 16 trials first, and enter the formal experiment after passing the exercise. The formal experiment includes 192 trials and 48 trials for each of the four conditions. The formal experiment is divided into 4 blocks, the subjects rest for 2 minutes after completing a block, and it takes about 45 minutes to complete the whole experiment.

Methods of statistical analysis: All data were analyzed using SPSS 20.0 and Amos 20.0.

Results: A single-factor repeated measurement analysis of variance was performed on the correctness of the subjects. The results found that the correctness of the settings and the correctness of the principle are not significant in the matching conditions; F (3,84) = 1.95, P > 0.05; F (3, 84) = 1.19, P > 0.05. The principle is selected to detect the trials where the judgment is correct and the set task is correct, and the trials that are outside plus or minus 3 standard deviations during the reaction are excluded. The analysis found that the matching condition is mainly significant, F (3,84) = 3.93, P < 0.05, n_2 = 0.12. Since this research pays more attention to the content setting under different matching conditions, the matched-sample t-test is further carried out when the content setting conditions and the control conditions are reacted separately.
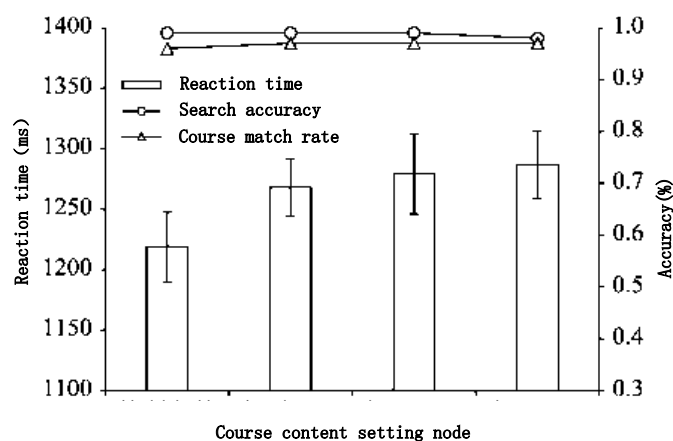
Figure 1. *t* test of reaction time for content setting conditions and control conditions.

The results in Figure 1 show that the reaction time of the perceptual matching condition (1268 ms), the

dance course matching condition (1279 ms) and the perceptual dance course matching condition (1287 ms) are significantly greater than the response time of the subjects under the control condition (1220 ms); t (28) = 2.81, P = 0.008 < 0.01, d = 0.43; t (28) = 2.60, P = 0.015 < 0.05, d = 0.37; t (28) = 2.77, P = 0.010 < 0.05, d = 0.43. However, there is no significant difference between the perceptual matching condition and the dance course under the matching condition.

Conclusions: Using the reaction time distribution method to test the hypothesis of the content setting phenomenon in the early stage, the results support the existence of the content setting of the dance course in the early stage, not only in the visual dance course, but also in the accompaniment of the auditory dance course, more the important thing is that there is an early-stage content setting for both the perceptual level and the dance course. But it is worth the content that the stimulus of the sound content presented by the auditory in the dance course is not affected by the sensory channel, and the content can still be set. This shows that the guidance process of sound in the dance course is not entirely based on the perceptual level. The content of the dance course at the perceptual level and the content guidance process of the dance course can be separated in the rapid response stage.

Visually presented dance courses can set content at both the perceptual level and the level of dance courses that match the stimulus, and can also set content at the stage of rapid response to visual settings.

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RESEARCH ON MODERN ART DESIGN DRIVEN BY COLOR PSYCHOLOGY

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Background: "The love of beauty, everyone has it". Need is a high-level spiritual pursuit of human beings. Maslow (1908~1970) once said, "In the strictest biological sense, humans need beauty just like humans need calcium, and beauty makes humans healthier. "Since ancient times, philosophers, writers, artists, color psychologists, etc., have been thinking and discussing the issue of beauty.

Regarding the study of beauty, we first used speculative methods to discuss what is beauty and the process of judgment. Later, with the experimental aesthetics founded by G T. Fechner in 1876, researchers began to conduct empirical research on beauty, mainly around Research on the influencing factors of color psychology. Previous empirical studies on the influencing factors have shown that they are not only affected by stimulus objective factors, such as symmetry, typicality, novelty, complexity, contrast, and clarity, etc., but also affected by the subjective experience of the individual, such as familiarity. Processing fluency, professional background knowledge, etc.

This study uses color psychology research methods and fMRI technology to explore the influence of dynamic color on the judgment of modern art design by comparing the similarities and differences of dynamic color stimulus and static color stimulus in behavior and brain mechanism. At the same time, in the study of color psychology mechanism, the experimental materials are divided into beautiful and unsightly, respectively, when the degree of aesthetics is different, the similarities and differences between the color psychology mechanism of dynamic color stimulation and the color psychology mechanism of static color stimulation are discussed.

Subjects and methods: 20 college students participated in the experiment as paid subjects, 11 of whom were female; subjects were 19-29 years old (average age 22.75±2.65 years), normal or corrected vision, no color blindness and weak color, and all the subjects have not received professional art training. The experimental materials are divided into two categories, one is the modern art design pictures with strong dynamic sense, and the other is the corresponding modern art design pictures with weak dynamic sense. In this study, for the convenience of description, the design pictures with strong dynamic sense are equated with "dynamic color design", and the design pictures with weak dynamic sense are equated with "static color design".

Study design: Let 2 art students who are proficient in modern art draw 210 modern art designs according to the requirements without knowing the purpose of the experiment. They are required to draw a pair of modern art designs, that is, the same design has both a dynamic picture and a weak dynamic picture. The only difference between a dynamic picture and a weak dynamic picture is the dynamic difference, and other

aspects are the same. Then crop all the pictures into 500 x 400-pixel size pictures.

Twenty subjects who did not participate in the formal experiment made 7 comments on 105 of the dynamics of modern art design pictures. The degree of dynamic refers to the intensity of the design activities in the modern art picture (such as flying, running, jumping and other activities). 1 means that the design in the picture has basically no activity or the activity is very weak, and 7 means the design activity in the picture is very strong.

The selected 80 pairs of dynamic color pictures have a mean value of 5.53±0.32, and the mean value of static color pictures is 1.93±0.35. The two types of materials have significant differences in the degree of motion, $F(1,79) = 5963.33$, $P < 0.001$.

Methods of statistical analysis: Using SPSS 22.0 to carry out repeated measurement analysis on the aesthetic score and likeness score of modern art design, two kinds of analysis are carried out, one is the analysis based on the subject, the other is the analysis based on the item.

Results: The result analysis found that, based on the analysis of the subjects, the subjects' aesthetic scores for dynamic color design were significantly higher than their aesthetic scores for static color design, $F(1,19) = 18.60$, $P < 0.001$, $n_2 = 0.50$; at the same time, the subjects' liking for dynamic color design is also significantly higher than their liking for static color animals, $F(1,19) = 26.68$, $P < 0.001$, $n_2 = 0.58$. Under the project-based analysis, there is a significant difference in the aesthetic scores between the dynamic color form and the static color form of 80 designs, $F(1,79) = 299.47$, $P < 0.001$, $n_2 = 0.79$, which means that for the same animal, the aesthetic score is significantly different. The aesthetic score of its dynamic color form is significantly higher than the score of its static form; similarly, there are also differences in the degree of preference for the two types of designs. The degree of preference for the design of the dynamic color form is significantly higher than the preference for the static color design. The degree score, $F(1,79) = 305.59$, the statistical score is shown in Figure 1.
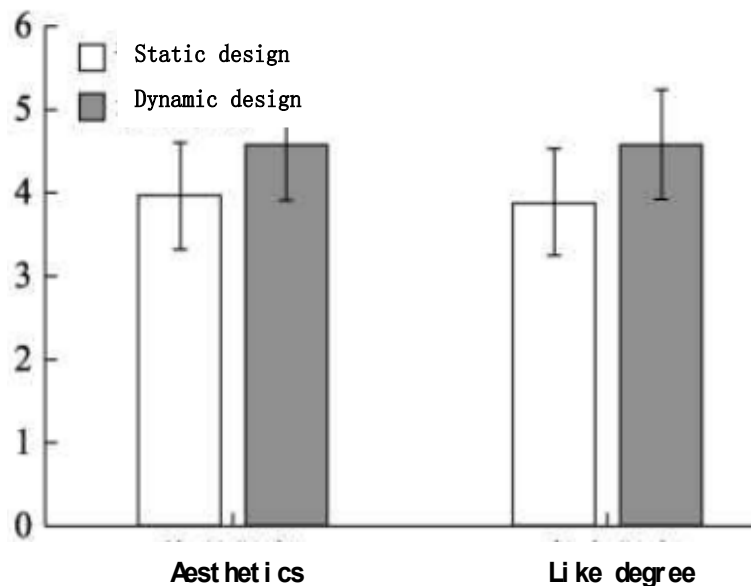
Figure 1. Beauty and liking scores of dynamic color design and static color design.

It can be seen from the above figure that the aesthetic degree score of beautiful dynamic color design pictures is 5.14±0.39, and the aesthetic degree score of unsightly dynamic color design pictures is 3.81±0.45. There is a significant difference between beautiful and unsightly materials in dynamic color design pictures. $F(1,46) = 119.51$, $P < 0.001$, $n_2 = 0.72$; the aesthetic score of beautiful static color design pictures is 4.61±0.41, and the aesthetic score of unsightly static color design pictures is 3.15±0.39, static color design pictures. There is a significant difference between the two types of materials, which are beautiful and unsightly, $F(1,46) = 160.68$, $P < 0.001$, $n_2 = 0.78$, indicating that the selected materials are more suitable.

Conclusions: Using color psychology and fMRI technology, to explore the influence of dynamic color on modern art design by comparing the similarities and differences between dynamic color stimulus and static color stimulus judgment in behavior and brain mechanism. The results found that the aesthetic degree and likeness score of dynamic color modern art design are significantly higher than that of static color modern art design. At the same time, the area activated by dynamic color modern art design judgment basically covers the area activated by static color modern art design, both of which activate visual processing areas such as the occipital area, cognitive processing areas such as the frontal area, and the orbitofrontal cortex.

Reward areas and other emotional processing areas such as hippocampus, insula, cingulate gyrus, and amygdala. Compared with the static color modern art design, the dynamic color modern art design significantly activates the bilateral lingual gyrus and bilateral MT. The results of this study show that dynamic color affects modern art design, and dynamic color modern art design is judged to be more beautiful than static color modern art design.

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THE EFFECT OF PHYSICAL REHABILITATION EXERCISE ON THE REHABILITATION OF PATIENTS WITH CHRONIC SCHIZOPHRENIA

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Background: Chronic schizophrenia is a schizophrenia with symptoms such as apathy, lack of motivation, and social withdrawal. The illness lasts for more than 2 years, and the symptoms are mainly lack of thought content, emotional indifference, lack of will, and behavior withdrawal, with mental decline or sequelae. As the patient progresses, symptoms such as hallucinations and delusions are decreasing, and the phenomenon of mental decline is becoming more and more obvious. The patient is divorced from reality, withdraws, and exhibits weird behaviors, such as collecting waste, talking to oneself, loss of personal hygiene habits; emotional indifference or incoordination, digression, vagueness, or repetition, or lack of vocabulary, and no content; basic life cannot Take care of yourself, generally require long-term supervision. About 66% of patients with schizophrenia have obvious and persistent psychotic symptoms, with a high recurrence rate and disability rate. Some patients with schizophrenia may suffer from different degrees of mental activity decline and social function impairment, which brings a heavy burden to the patient, family and society.

Physical rehabilitation exercise is a treatment method that combines sports science and rehabilitation medicine. Through the implementation of rehabilitation and health-care physical exercises, people's physical functions are improved, while at the same time the symptoms of chronic complications are alleviated, and the rehabilitation effect in the later stage of treatment is achieved. Physical rehabilitation exercise can effectively eliminate and reduce human dysfunction, make up and rebuild human dysfunction, and try to improve and enhance all aspects of human functions. Sports therapy is an important content and means of modern rehabilitation medicine.

Objective: Schizophrenia is a chronic, complex, and severe brain dysfunction, which is mainly manifested in various abnormalities such as perception, thinking, emotion, and behavior. The disease is characterized by incoordination between mental activities and the surrounding environment. Frequently occurs in young adults. At present, it is believed that the cause of the disease is mainly related to three factors: genetic quality, biology, and social psychology. In order to effectively improve the rehabilitation of patients with chronic schizophrenia, physical rehabilitation exercises are used for rehabilitation training for patients with chronic schizophrenia.

Subjects and methods: 500 patients with chronic schizophrenia were selected as the research subjects, from May 1st to July 30th, 2021, for a period of 12 weeks. Divide them into an experimental group and a control group, and compare and analyze the experimental data before and after the experiment. The questionnaire survey method was used to conduct mental health questionnaire surveys on 500 patients with chronic schizophrenia before and after the experiment. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, and 4 means sufficient influence.

Study design: (1) Before the experiment, conduct psychological questionnaire surveys on the experimental group and the control group respectively;

(2) Start the experiment and perform physical rehabilitation exercises on the experimental group, while the control group does not have any physical rehabilitation exercises;

(3) Twelve weeks after the implementation of the experiment, conduct a second questionnaire survey on the rehabilitation status to get to know the status of patients with chronic schizophrenia in the experimental group and the control group;

(4) Compare the data before and after the experiment, and analyze the differences between the subjects before and after the experiment.

Methods of statistical analysis: The SPSS software was used to count and analyze the original data of the two questionnaires to test the rehabilitation of patients in the experimental group and the control group before and after the experiment.

Results: After 12 weeks of physical rehabilitation exercises, patients have greatly improved their knowledge, beliefs, and behaviors, they have mastered certain knowledge about their own diseases, and their compliance with treatment has increased significantly. The experimental results are shown in Table 1.

Conclusions: Physical rehabilitation exercise can effectively eliminate negative cognition a Table 1 Comparison of rehabilitation between the two groups before and after the experiment.

Table 1. Comparison of rehabilitation between the two groups before and after the experiment.

Group	Boost self-confidence		Improve compliance		Eliminate bad behavior	
	Before the experiment	After the experiment	Before the experiment	After the experiment	Before the experiment	After the experiment
Test group	0	4	0	3	0	3
Control group	0	1	0	1	0	1

In the process of physical rehabilitation exercise, pay attention to follow the principle of individualization and the principle of gradual and orderly progress, embodying people-centeredness and emphasizing the wishes, needs and emotions of patients. Choose appropriate rehabilitation exercise methods and formulate goals according to the specific conditions of the patients, and combine the long-term goals and short-term goals, so that patients can build up confidence. It can effectively improve the compliance of physical rehabilitation exercise, pay attention to establishing a cooperative partnership with patients during the exercise process, and mobilize family members to accompany the training together. Use exercise behavior to intervene to eliminate bad behavior. According to the actual situation of the patients, we use various physical rehabilitation exercise measures to give positive reinforcement in time, increase the initiative of participation, and gradually form stable and lasting health concepts and healthy behaviors, so that the condition of patients with chronic schizophrenia can be alleviated.

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THE IMPACT OF RELOCATION FOR POVERTY ALLEVIATION AND RESETTLEMENT ON THE SOCIAL BEHAVIOR OF RURAL MENTAL PATIENTS

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Background: At present, the incidence of mental illness has reached a relatively high level. Especially, the number of rural patients is relatively large and the distribution is relatively scattered. Due to restrictions on rural medical conditions, economic difficulties, cultural backwardness and other reasons, an effective prevention, treatment and assistance system for mental illness has not been really established so far. Mental illness is one of the main culprits causing disability and death. Mental patients, especially those suffering from severe mental illness, are not only seriously impaired in their own social functions, but also prone to accidents, which have adverse impact on the harmonious development and stable and orderly life of rural society, and cause serious damage to society and others. For rural residents, poverty has always been an unavoidable major problem, and living in a poor environment is more likely to cause mental illness. Compared with urban residents, rural residents live in poor living conditions, fragile ecological environment, frequent natural disasters and other areas for a long time. Relocation and resettlement of rural poor people is an important strategy for precise poverty alleviation. Therefore, it is an important issue to integrate poverty alleviation with improving rural environment and preventing and treating mental diseases of rural residents.

Objective: It is reported that the incidence of mental illness is on the rise at present, but at present mental health resources are relatively scarce, only a small number of mental patients can be treated in a timely manner, the community supervision is deficient, most mental patients are "out of control", some patients under the control of mental illness suddenly have risky sexual behaviors, some cause significant loss of life and property, and mental illness has become a serious public health problem and a relatively prominent social problem. Therefore, it is of great significance to explore the intervention management measures for mental patients in communities, especially in rural areas, to control mental symptoms and prevent and reduce risk behaviors. At the same time, the rural population is often the focus of poverty alleviation, as long as there is a good economic foundation in order to achieve more accurate disease control.

However, the development of ecological poverty areas is seriously limited by resources, which makes it difficult or even impossible for local poor households to obtain enough means of production to ensure production and operation activities, thus making the economic development of the area and the poor households' efforts to shake off poverty and become rich under great pressure. The policy of poverty alleviation through relocation has played a certain role in improving the production and living environment of the poor households, increasing their income and protecting the ecological environment.

Subjects and methods: A total of 458 questionnaires were collected from villagers relocated from 11 resettlement sites for poverty alleviation in a certain county during February 2018. After eliminating the invalid questionnaires, a total of 381 valid questionnaires were obtained, with an effective rate of 83.18%. Most of the interviewees are young adults with low education level, so the author interviewed the relocators and filled in the questionnaires instead of the relocators. The data is true and valid. The questionnaire consists of five parts: basic information of farmers, housing conditions after relocation, surrounding facilities, neighborhood, support measures, rehabilitation of mental patients and social behavior changes.

Study design: Objective conditions, the form of satisfaction with the design of the questionnaire. About the mental illness patient's situation, uses the concise mental illness rating scale, the daily life ability scale. The Personal and Social Functioning Scale assessed psychotic symptoms, ADL activity, and social functioning. Follow-up evaluations were performed at baseline and at intervals of 3 months.

Methods: The measurement and counting data were described by mean±standard deviation, frequency respectively. The statistical test of measurement data was Z test or analysis of variance, and the statistical test of counting data was Chi-square test. The data were analyzed by SPSS15.0.

Results: After statistical analysis, the impact of relocation of rural residents on the social behavior of rural mental patients was analyzed, and the satisfaction of rural residents on relocation of rural residents and the law of changes in social behavior of rural mental patients was analyzed. The results are as follows: Table 1.

Table 1. Statistical results.

Category		Percentage of population/%
Satisfaction of Relocation and Resettlement for Poverty Alleviation	Dissatisfied	0
	A little dissatisfied	7.3
	General	20.6
	Relatively satisfactory	56.8
	With great satisfaction	15.3
Changes in social behavior of rural psychotics	To recover	25.4
	Notable progress	46.2
	Progress	19.7
	Invalid	8.7

Through investigation and analysis, it is found that the majority of residents are satisfied with the resettlement and the number of dissatisfied residents is 0, and only a few of them get a "somewhat dissatisfied" result. The reason for analyzing this result may be that there are many factors that need to be considered in the resettlement and some residents may not be able to meet all their individual needs. However, the social behavior of the rural mental patients has been obviously improved after the relocation and resettlement, which is mainly due to the better settlement and treatment of the patients in the surrounding environment, the improvement of the living environment, and the great changes of their body and mind.

Conclusions: In rural areas where transportation is limited, people living with mental illness are often separated from each other, and limited medical and rehabilitation resources are not sufficient to support intensive rehabilitation activities. Therefore, it is found that the mental state of the rural mental patients can be improved to a certain extent by resettlement, which is feasible and effective in the rural areas with a large population, relatively poor health resources and weak economic base.

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ANALYSIS ON THE INFLUENCING FACTORS OF COLLEGE STUDENTS' ANXIETY DISORDER

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Background: Anxiety Disorder is a psychological disease easily produced in the context of great mental stress, which is very harmful and common in life. Now college students' anxiety is the most common in society, many college students because of a variety of factors leading to anxiety. College students' anxiety can be divided into many types, such as employment anxiety, social anxiety and test anxiety, which are the concentrated embodiment of typical College students' anxiety.

It is normal for college students to have some anxiety and depression in the process of employment. Mild anxiety has a certain positive effect, which can arouse their potentiality and sense of urgency. Once excessive anxiety, up to the "anxiety disorder" should be given timely attention and psychological intervention, so as not to aggravate the disease, resulting in excessive disappointment of depression and anxiety, resulting in excessive behavior. Social anxiety disorder: The development of college students' social anxiety to the extreme is social anxiety disorder or social phobia. Performance for emotional tension, anxiety, worry and even fear, accompanied by autonomic dysfunction, such as: rapid heartbeat, sweating, face red, trembling, dyspnea, urinary frequency, urgency and other physiological performance. Behavior is accompanied by avoidance. Test anxiety: The examination room on the brain is very chaotic, the original review of the content cannot remember, anxious sweating, panic, reluctantly handed in the examination papers, the examination results failed. Test anxiety as the center of psychological disorders, accompanied by sleep disorders, mainly due to too heavy psychological burden. Above several kind of university student's anxiety sickness type. If found to have emotional changes or physical abnormalities, should be timely to the regular hospital for examination, cannot be ignored, to avoid more serious consequences.

Objective: College students are a special group in the critical period of physical and mental development. With the increasingly fierce social competition, more and more college students suffer from anxiety disorders. Anxiety is a significant and lasting depression as the main feature of the syndrome, when encountered setbacks, stress and other negative life events, many people will have emotional depression, showing anxiety symptoms. Moderate anxiety is helpful for students to work hard and generate positive energy. However, inappropriate communication will lead to anxiety, thus affecting the progress of students, only timely adjustment, to continue to be successful. In addition, patients with anxiety disorders should pay more attention to prevention and pay more attention to it. Therefore, it is very important to analyze the influencing factors of college students' anxiety disorders.

Subjects and methods: By stratified and cluster sampling, 300 college students were selected from a certain university. 293 valid questionnaires were collected. The effective recovery rate was 97.67%, and the average age was 22±1.5 years.

Study design: Counselors shall organize students to fill in the Depression Self-Rating Scale (SDS) and the Anxiety Self-Rating Scale (SAS) at a unified time and place. Answer them in 20 minutes. In order to understand the evaluation results of the College Students' Anxiety Self-Rating Scale SAS), the data were analyzed by the χ^2 test in the nonparametric test.

Main Indicators: The screening criteria for SAS are: "no anxiety" if the SAS standard score is less than 50; "mild anxiety" if the SAS standard score is ≥ 50 but less than 70; "moderate anxiety" if the SAS standard score is ≥ 70 but less than 85; and "severe anxiety" if the SAS standard score is ≥ 85. One is the comparison of the mean of the self-rating anxiety scale among different groups. Second, the detection rate of anxiety symptoms among different groups was compared and analyzed.

Methods: All data were input into SPSS13.0 statistical software package and established database. Carries on the statistical analysis to each data. Draw with an excel table.

Results: The statistical results of the questionnaire are shown in Table 1. The results showed that there was no significant difference in the prevalence of anxiety among the students in different grades. Academic achievement and interpersonal relationship were important factors affecting college students' mental health. These conclusions have yet to be confirmed. Therefore, it is necessary to strengthen the pertinence of mental health education for college students and use limited resources to solve the common psychological problems among students.

Conclusions: To sum up, the mental health status of college students is not optimistic. Academic performance and interpersonal relationship are important factors affecting college students' mental health. Studies have shown that cognitive style and sports games have a positive effect on college students with anxiety tendency. Relevant data also show that anxiety is related to the decline of brain function in frontal lobe and temporal lobe. Psychological intervention methods such as relaxation therapy and biofeedback therapy can also obtain better effect. It is suggested that effective measures should be taken to improve

students' mental health level through the guidance of learning and the training of interpersonal skills.

Table 1. Comparison of the prevalence of anxiety among college students (*n*/%).

		SAS evaluation results				X^2
		No anxiety	Mild	Medium degree	Severity	
Grade	1	203/67.8	92/30.6	4/1.3	1/0.3	
	2	187/62.4	102/33.8	11/3.8	0/0	10.9
	3	202/67.5	91/30.4	6/1.9	1/0.2	
Gender	Man	197/65.9	95/31.6	7/2.3	1/0.2	3.5
	Lady	202/67.3	93/30.9	5/1.8	0/0	
Academic achievement	Excellent	229/76.2	66/22.0	5/1.8	0/0	
	Good	206/68.7	87/28.9	7/2.4	0/0	21.6**
	Medium	188/62.5	105/35.1	6/2.1	1/0.3	
	Difference	186/62.1	93/30.8	17/5.7	4/1.4	
Interpersonal relationship	Good	216/71.9	78/26.0	6/2.1	0/0	
	General	193/64.4	100/33.4	6/2.1	1/0.2	21.5**
	Relatively poor	157/52.5	113/37.5	30/10.0	0/0	

Note: ** means $P < 0.01$, * means $P < 0.05$.

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RELATIONSHIP BETWEEN THE RISING INCIDENCE OF MENTAL DISEASE IN CHILDREN AND ADOLESCENTS IN THE LEGAL PERSPECTIVE AND SOCIETY

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Background: Mental illness is a general term for mental problems, mental disorders and mental illnesses. Mental disorders are mainly grouped into behavioral groups. A disease of the nervous system characterized by disorders of mental activity. At present, it is mainly due to external reasons such as family, social environment and physiological genetic factors of patients. Neurochemical factors and other intrinsic causes of interaction caused by psychological activities. A disorder characterized by disorders of behavior and nervous system function. There are many kinds of psychological diseases, including personality disorders, neurosis, psychosomatic diseases and severe mental illness. For example, antisocial personality disorder, obsessive-compulsive disorder, anxiety disorder, psychosomatic diseases such as asthma, hypertension, depression, schizophrenia, mental illness. Childhood and adolescent mental disorders refer to mental diseases that are less than 18 years old. In addition to schizophrenia, emotional disorders, mental retardation, organic mental disorders and mental and behavioral disorders caused by the use of psychoactive substances that are common to adults, Childhood and adolescent mental disorders also include some mental disorders that particularly occur in children and adolescents, such as generalized developmental disorders, attention-deficit hyper disorder ADHD), conduct disorders, childhood emotional disorders, tic disorders, etc. Mental disorders and mental problems are closely related to and different from human psychosomatic phenomena. The main difference is that the former mental symptoms have reached a certain extent and affected the social, life and learning functions of children and teenagers.

Objective: Psychosis is caused by mental factors, or to mental symptoms as the main clinical manifestations, or a group of diseases that can be cured by psychotherapy. With the acceleration of the pace of life and the increase of psychological pressure, people with mental disorders are also increasing. At present, the incidence of mental illness among children and adolescents is also on the rise. In order to curb the malignant occurrence of this phenomenon, it is necessary to analyze the relationship between the increasing incidence of mental illness among children and adolescents and society. At the same time, the legal anthropological method reinterprets the mental disease, and holds that mental disease is only a kind of alienation from the main culture. Therefore, the analysis of the mental state of children and adolescents in the legal field can guarantee the effect of mental disease relief in policy support to a certain extent, and provide some help and reference for reducing the psychological burden of children and adolescents and alleviating mental diseases.

Subjects and methods: Childhood and adolescent psychiatric disorders are characterized by problems in interpersonal relationships, emotional stability, and learning adaptation. Students' psychological disorders were mainly anxiety, terror, neurasthenia, obsessive-compulsive symptoms and depression. Among them, including the family, education, social mores and other social factors, such as great influence. The pathogenic factors of mental illness are complex, including biological factors (genetic or external forces causing brain damage, etc.), psychological factors, environmental factors and social factors.

Study design: The selected schools will be stratified by grade, each grade randomly selected 3-5 classes, the number of students in each class within a specified age group is not less than the required number. Systematic sampling was carried out in selected classes to determine a certain number of transferred students. After the mental disorder was diagnosed, 80 children and adolescents were surveyed by Achenbach Child Behavior Scale. Based on the interview, the investigator explained clearly the content of the investigation and the requirements to be paid attention to, and asked the parents to fill in the informed consent form. Mainly to 80 patients with mental disorders in the school situation, specific activities and social skills and other tests. And 80 normal children in the same period were selected as the subjects of the study.

Methods: The above data were processed by SPSS15.0 software, and the data were consistent with the positive distribution. T test was used to express the metering data, χ^2 test was used to express the counting data, $P < 0.05$ was statistically significant.

Results: Because the child's expressive capacity is insufficient, it requires doctors to see whether their behavior is consistent with the symptoms of mental disorders in children. The Achenbach Child Behavior Scale has been widely used in clinical practice, which provides a reference for doctors to observe. The individual differences between children and adolescents are significant, and the pathologic reaction and psychological endurance are also quite different. Through this study, we can find that the main complaints of somatization in children are much higher than those in normal children. In addition, aggression, learning, obsessive-compulsive disorder and depression in children with mental disorders are more prominent.

Table 1. Child and adolescent behavior scale.

Anomaly problem factor	Boy child		Girl child	
	Factor score	Normal child	Factor score	Normal child
Bad communication	5.23±5.27	3.56±4.23	5.51±4.85	3.58±3.48
Activities	7.36±5.29	4.26±3.46	9.49±5.18	7.50±3.63
Breach of discipline	3.99±4.25	2.29±3.08	4.26±3.89	3.79±3.46
Social shrinkage	4.26±3.94	2.77±2.81	Indeterminate	Indeterminate
Learning situation	7.39±2.55	5.70±1.06	8.44±4.71	5.69±1.02
Splitting sample	4.66±4.32	2.21±2.55	3.21±4.49	1.89±2.33
Coercion	2.25±2.66	1.81±2.26	4.83±3.15	3.01±4.65
Somatic complaint	3.03±4.19	2.63±3.19	4.51±3.61	2.23±2.51
Attack	7.58±4.01	5.54±5.51	5.99±5.22	4.93±4.99
Depression	Indeterminate	Indeterminate	6.55±4.61	4.15±4.55
P	<0.05		<0.05	

Conclusions: In a word, children's spirit will be affected by many kinds of unfavorable factors, and it will be expressed by children's abnormal behavior, which can be reflected by Achenbach Scale of Children's Behavior. During the growth of children, it is inevitable to meet many kinds of events, and their defense methods and manifestations are also different. This requires parents to grasp children's normal psychological needs, carefully observe, and communicate with them more, and ultimately create a healthy environment for children to grow up.

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EMPIRICAL ANALYSIS OF USING MATHEMATICAL MODELING TO TREAT COLLEGE STUDENTS' ANXIETY DISORDER

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Background: College students are the high-risk group of inducing psychological problems, and anxiety is especially prominent in college students' mental health problems. With the enhancement of the sense of competitive pressure, college students are more and more troubled by anxiety, which directly interferes with their study efficiency, life rules and physical and mental health. Therefore, the problem of college students' mental health has attracted the attention of all walks of life, but the main concern is the theoretical research on anxiety disorder and negative emotions, and there are few effective measures to improve it.

Mathematical modeling, is based on the actual problem to establish mathematical models, mathematical models to solve, and then according to the results to solve the actual problem. When it is necessary to analyze and study a practical problem from a quantitative point of view, mathematical model should be established with mathematical symbols and language on the basis of deep investigation and study, understanding of object information, making simplified assumptions, and analyzing internal laws. Mathematical modeling can not only combine theory with life and games, but also enhance interest and amusement.

Objective: Mathematical Model is a kind of simulation, which is an abstract and concise description of the essential attributes of a practical subject by means of mathematical symbols, mathematical equations, programs, graphics, etc. It can either explain some objective phenomena, or predict the laws of future development, or provide an optimal or better strategy for controlling the development of a certain phenomenon. Mathematical model is not a direct copy of the real problem. It needs people not only to observe and analyze the real problem deeply, but also to use all kinds of mathematical knowledge skillfully. This process of applying knowledge to abstract and refine mathematical models from real problems is called mathematical modeling. Therefore, the use of mathematical modeling of anxiety disorders in college students is worth studying a topic. Based on a comprehensive analysis of the causes of anxiety among college students, this study aims to explore the therapeutic effect of mathematical modeling on anxiety disorders among college students.

Subjects and methods: In this study, we tested 80 college students who went to the school psychological assessment room by themselves. The age of the students was 19-22 years old. Before the experiment, 80 students were given Zung Anxiety Self-Rating Scale, and 11 of them were screened from high to low, 32 of them were moderate anxiety, 15 of them were moderate anxiety and 22 of them were high anxiety.

Study design: The subjects with high anxiety were randomly divided into two groups, 11 persons in each group, of whom 4 were male and 7 were female, respectively, as the final research subjects (experimental group) and control group. The experimental group was taught the optional course of mathematical modeling, and the control group and the experimental group were arranged to continue the normal course teaching in a consistent manner. The students in the experimental group and the control group all passed the school physical examination when they entered the school.

Methods: The experimental group and the control group were tested for half a year. Six months later, 22 college students with high anxiety symptoms were given the Zung Anxiety Self-Rating Scale. Using Spss13.0 and Excel 2003 software to carry on mathematical operation, descriptive statistical analysis, difference test, correlation analysis and so on to the data.

Results: The statistical results of college students' self-rating anxiety scale before and after the experiment are shown in Table 1. Before the experiment, there was no significant difference between the experimental group and the control group ($P > 0.05$); after half a year of mathematics modeling elective courses, the anxiety score of the experimental group was significantly lower than that of the control group, and the difference between the two groups was statistically significant ($P < 0.05$).

Table 1. Statistical results of patients' anxiety scores before and after the experiment.

Groups	Before experiment	After the experiment
Experimental group	15.3±1.1	9.15±1.9
Control group	16.57±2.8	14.61±3.4
T	1.261	9.537
P	>0.05	<0.05

Conclusions: Mathematical modeling is a practical course of using mathematical knowledge to solve practical problems. It is a medium of mathematics widely used in various fields. It is an important handgrip to improve students' consciousness and ability of using mathematics. Compared with the control group,

there was no significant difference in anxiety index between the experimental group and the control group, the anxiety index of the experimental group was significantly improved. This shows that mathematical modeling can alleviate the anxiety of college students to some extent. In the application of mathematical modeling to college students with anxiety, we should continuously improve the teaching countermeasures, make full use of information resources and explore a new teaching mode. Reform curriculum assessment methods, mobilize the subjective initiative of college students for the relief and treatment of anxiety disorders in college students to provide some help.

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INVESTIGATION AND ANALYSIS OF TRAVELING PSYCHOSIS AND TOURISTS' MENTAL HEALTH

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Background: Journey psychosis refers to a transient psychotic disorder that occurs during travel. Traveling psychosis is also called traveling mental disorder, which is a common sudden mental disorder during travel. This disease is more common among passengers on railway trains and can cause serious personal injury and death accidents. The symptoms of travel disorder are diverse, with varying degrees of severity, and generally have the following characteristics: 1. The onset is more rapid, the duration is short, and can be completely relieved; 2. The basic symptoms are manifested by varying degrees of consciousness disorder, and the understanding and judgment are reduced. Lack of reason, behave naively, behave close to primitive instinct, forget or partially forget afterwards, etc.; 3. Persecution delusion is its most prominent and common symptom; 4. Traveling mental disorders also show psychomotor excitement or anxiety, such as increased speech and movement, loss of laughter, yelling, walking around, inexplicable tension, feeling of imminent disaster, restlessness, etc. Travelling mental disorder is a transient mental illness that generally can be recovered without special treatment. The average recovery time is 8 hours.

There are three reasons for the onset of travel psychosis: 1. Speech gap caused by poor language knowledge; 2. Reduced vitality caused by fatigue; 3. Pre-illness schizophrenic or hysterical personality. The occurrence of travel psychosis is related to pre-ill dependence or withdrawn personality, mental fatigue caused by continuous insomnia, and recurrent physical weakness. Most people with mental illness on the journey are traveling by car for the first time, with low education level, and most of them are farmers and migrant workers. Due to the serious overcrowding of the train and the high concentration of CO_2 in the car, most patients have no seats in the hard-seat car. They are either standing or trapped in a corner, with limited physical activity, and they are bound to be extremely fatigued. The patient has no food or little food for a long time, and the number of times of water supply in the compartment is less, and the amount of heavy drinking water is reduced. Under the above conditions, the patient's internal environment is decompensated and abnormal physiological indicators (such as white blood cell count, blood sugar, blood potassium), Hematocrit, etc.). The patient has an introverted or paranoid personality, manifested as silent, withdrawn, pessimistic, hostile to others, etc., and has a certain psychological quality of susceptibility. Patients often have an unpredictable and anxious mood before getting on the bus, most of them go out for the first time, carry hard-earned entrepreneurial capital with them, are in an unfamiliar vehicle, and lack interpersonal communication.

Objective: According to domestic and foreign survey data, long-distance train travel is the most common cause of mental illness during travel, followed by long-distance navigation, intercontinental aviation flights, and long-distance bus travel. Most patients with mental illness during travel are young and middle-aged, most of whom are men. Most of them are farmers or migrant workers. Most of them are below elementary school. Their education level is low. The vast majority of patients have no family or personal history. Therefore, it is of practical significance to investigate and analyze travel mental illness and the mental health of tourists.

Subjects and methods: The clinical manifestations of travel psychosis are fully in line with the characteristics of transient psychotic disorders, and its manifestations are diverse, mainly depression, anxiety, hostility, terror and paranoia. In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact Individual subjective causes a large error. A test was conducted on 500 traveling psychosis, and the average was finally selected, and the result was determined by rounding.

Results: By investigating travel mental illness and the mental health of tourists, specific impact values can be obtained. The results of the investigation are shown in Table 1. Anxiety and depression not only affect the quality of life of patients, but also affect the course and recovery of the disease, which should arouse our attention.

Table 1. Survey results of travel psychosis and the mental health of tourists.

Factor	Depression	Anxiety	Hostile	Fear	Paranoid
Tourist	5	5	3	3	4

Conclusions: As a special kind of mental disorder, travel psychosis is the result of multiple factors that combine physiological, psychological and social medical models. The onset of travel psychosis has a certain geographical and time distribution law: the geographical environment is the most on the Lanxin line from the inland to Urumqi. This section is located in the Gobi, with rare populations and trees, and belongs to the dry plateau climate, which easily leads to travel psychosis. In terms of time, the peak period of Spring Festival travel from January to March is the most, because during this period the number of people who take the train is the most, and it is prone to travel mental illness.

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THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF TRADITIONAL HANDICRAFT ART ON STABILIZING THE MOOD OF PATIENTS WITH MENTAL ILLNESS

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Background: Patients with mental illness often show obstacles in behavior, thinking, cognitive function, and emotion. The course of the disease is long, recurring and difficult to heal, and the prognosis is poor. Depression may occur at all stages of mental illness, and the symptoms may vary in severity. Depressive symptoms obviously affect the daily life of patients. Patients often show passive laziness due to depression and loss of interest, which affects the recovery of illness. A number of studies have found that depressive symptoms of mental illness play an important role in the occurrence of suicidal behavior. Traditional manual art Training is a branch of work and entertainment therapy, which enriches patients' spiritual life, mobilizes patients' subjective initiative, and cultivates their life and social adaptability. Traditional manual art training can alleviate and improve the symptoms of depression in patients with mental illness, enhance hands-on ability, improve defense capabilities, and help the recovery of mental illness.

Objective: Traditional manual art training can alleviate the mental symptoms of patients with mental illness and improve their mood. Mental illness may involve obstacles in behavior, thinking, perception, and emotion, and incoordination of mental activity. Patients with this disease have lateralization damage to the brain, and are manifested as hyperfunction of the right hemisphere and hypofunction of the left hemisphere, which can easily lead to emotional apathy, Loss of conversational ability, etc. For patients with mental illness, it is possible to achieve very good therapeutic effects with art therapy on the basis of drug therapy. Traditional manual art training requires the cooperation of the patient's hands, eyes, and brain to improve the patient's perception, observation and creativity, and exercise their coordination.

Subjects and methods: People are not unfamiliar with the art of origami. The operation is simple and easy to learn. You can learn all kinds of origami through short videos. The image is vivid, and the works that people with mental illness like can learn through short videos at any time. A random selection of female convalescent patients with mental illness who were hospitalized in a tertiary A-level mental illness specialist hospital from January to December 2019. A total of 64 cases met the entry criteria, and were divided into the experimental group and the control group according to the random number table method, each with 32 cases. The average age of the experimental group was (37.97±13.01) years, and the course of disease was (7.9±2.8) years. The average age of the control group was (43.63±11.61) years, and the course of disease was (8.6±2.1) years. There was no statistically significant difference between the two groups of patients in terms of age, course of disease, education level, etc. ($P > 0.05$), and they were comparable.

In the survey results, five levels from 0 to 4 were used to quantify the impact of specific factors. 0 means

irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, and 4 means sufficient influence.

Study design: (1) Before the experiment, investigate the emotional relief of the experimental group and the control group;

(2) Starting the experiment, the control group was given routine care, including basic care, diet care, rehabilitation training, sports training, and psychological care. The experimental group conducted traditional manual arts training for mental patients on the basis of routine nursing;

(3) Twelve weeks after the implementation of the experiment, conduct a second survey on emotional relief, and once again understand the emotional stability of patients with mental illness in the experimental group and the control group;

(4) Compare the data before and after the experiment, and analyze the differences between the subjects before and after the experiment.

Methods of statistical analysis: The SPSS software was used to count and analyze the original data of the two questionnaires to test the emotional changes of the experimental group and the control group of patients with mental illness before and after the experiment.

Results: Comparing the difference in emotional stability between the experimental group and the control group before and after the experiment, the experimental results of the average score are shown in Table 1.

Table 1. Comparison of emotional stability between the two groups before and after the experiment.

Group	Before and after the experiment	Self-esteem	Self-confidence	Hands-on ability
Test group	Before the experiment	0	0	0
	After the experiment	4	3	3
Control group	Before the experiment	0	0	0
	After the experiment	1	1	1

Before and after the experiment, the emotional stability of the experimental group showed significant changes. According to the change of the mean value, the mood of patients with mental illness was relieved. Mental patients have exercised their ability to use their hands and brains through hand-made training, helping them win the respect of others and improve their self-esteem; at the same time, they also recognize their own advantages and stimulate self-confidence. Group activities encourage mentally ill patients to use the positive vocabulary they have learned to praise others, and at the same time accept positive comments from others about themselves. This process is a process in which patients with mental illnesses form positive perceptions and explore positive expressions, which can change the tendency of patients with mental illnesses to mechanically defend against the outside world.

Conclusions: Traditional manual art training is an effective auxiliary therapy for patients with mental illness. It enriches the patient's hospital life. Patients share the content of origami, share the experience of origami, and share everyone's thinking. Nurses use positive self-suggestion methods, allow patients to learn from each other and make progress together. Patients can recognize their own abilities, vent their emotions, and eliminate inferiority complex and aggressiveness. Traditional handcrafting can relax the mind and body of patients with mental illness through appropriate exercise and attention, which is conducive to the regulation and improvement of patients' emotions. When mentally ill patients use visual art as a means of expression, they will be driven by a strong desire to communicate with the outside world, allowing them to find happiness and inspiration. Traditional manual art training can promote the contact between patients with mental illness and real life, let patients see the beauty and hope of life, and help manage their own emotions.

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THE PROMOTING EFFECT OF VOCAL MELODY ON THE REHABILITATION TREATMENT OF JUVENILE MENTAL ILLNESS

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Background: The incidence of mental illness in adolescent population is increasing. Patients are generally conscious and generally normal in intelligence, but cognitive impairment may occur in the course of disease development. There are many reasons for the occurrence of adolescent mental diseases, which are generally related to negative factors such as inadaptability to life and learning environment, interpersonal communication barriers and other factors, as well as unsafe, self-abasement and psychological factors caused by character, frustration or loss. Mental illness can cause pathological changes in the gray matter structure of the brain of patients, mainly manifested as decreased gray mass and asymmetry in bilateral anterior cingulate gyrus, prefrontal lobe and right superior temporal gyrus. Antipsychotic drug therapy is currently the preferred treatment for adolescent mental illness. Some studies have found that after 3 months of antipsychotics treatment for adolescent psychiatric patients, their cognitive ability is significantly improved, positive and negative symptoms are significantly improved, and their cognitive function is highly correlated with psychiatric symptoms, which should be paid attention to in clinical treatment. However, the treatment of adolescent mental illness is more complicated than that of adult due to the physiological stage of adolescent development, the immaturity of cognition, the dependence on adults in life, the resistance of adolescent cases to treatment, and the difficulty of diagnosis. Recently, with the continuous development and progress of medical science and the transformation of medical model, psychotherapy and various rehabilitation measures have been widely used in clinical practice, and have achieved good results. Therefore, to explore the effective means of psychological treatment has become the focus of research, the first step of treatment must be health education, to assist adolescents and parents to understand what is depression, its clinical symptoms, prognosis, recurrence of symptoms, recurrence of how-to real-time diagnosis.

Objective: With the transformation of bio-psychology-social medical model, psychotherapy and various mental rehabilitation measures have been widely used in clinical practice and achieved good expected results. Therefore, the vocal music melody as a means of music therapy, in the adolescent patients with mental illness mental rehabilitation center to take music therapy combined with behavioral therapy for treatment, in order to explore effective psychological treatment means.

Subjects and methods: 150 adolescent patients were randomly divided into control group (78 cases) and study group (72 cases). The control group received normal treatment, and the study group received treatment as follows: (1) According to patients' physical conditions and interests, the music therapy group adopted the combination of receptive and participatory music therapy, and carried out active music therapy or passive music therapy, collective music therapy or individual music therapy. The research team treated the patients according to their general physical condition, current severity of the disease, education level, hobbies and interest in music. First of all, prepare for the selection of music. The patient's medical history should be fully understood before the selection of music, and the patient's living habits should be combined with the destination. If the patient is more passive, you can listen to some relaxed, passionate, cheerful, lively, aspirant songs. Patients with stable conditions, if there is initiative in music learning, can organize singing karaoke, playing guitar, violin and singing chorus. After treatment, it is best for patients to communicate with each other and evaluate each other. They should participate in music therapy 10 times a week, 30min each time, half a month for a course of treatment, a total of 10 courses. (2) Behavioral therapy: A. Social communication skills training. Can be carried out in the social communication ability training room, the staff should first understand the characteristics of the patient's condition, step by step to guide patients how to express their emotions, how to learn to communicate with people, how to control their emotions, how to understand the society and adapt to society. 1 time a day, each time 1h, 1 month as a course of treatment, adhere to 5 courses. B. Life skills training. Gradually teach patients to master the necessary life skills every morning, such as getting up on time, making beds, cleaning clothes, paying attention to personal hygiene, washing clothes, cooking, teaching children, simple communication with people, and gradually establish a good law of life and daily habits. To adhere to exercise, when necessary to do a good record, for patients who have done well can be given appropriate rewards and encouragement, supervision and reinforcement of their behavior, adhere to 5 months.

Methods: Before and after treatment, the improvement rate of clinical symptoms (apathetic, poor thinking, hypo volitional, attention disorder, sleep disorder, hallucination and delusion) was calculated by statistical table, and the statistical results were compared and analyzed. χ^2 test was used to compare the count data. $P < 0.05$ was considered statistically significant.

Results: The statistical results are shown in Table 1. It was found that the clinical symptoms of the study group were significantly improved after vocal music therapy.

Conclusions: Patients with schizophrenia are often accompanied by cognitive impairment, and the degree of cognitive impairment is an important indicator to measure the long-term prognosis of patients with schizophrenia, which has become the consensus of most experts at home and abroad. With the changes in the biological-psychological-social medicine model, it is necessary to carry out rehabilitation training for the patients at the same time as the drug treatment of the adolescent patients with mental illness. As a

result, people pay more and more attention to non-drug treatment in psychiatry. For example, the role of music, art, and behavioral therapy in helping patients in the process of mental rehabilitation. It is hoped that patients can improve their cognitive and social functions while adhering to medication, so as to better promote patients' return to society.

Table 1. Comparison of clinical symptom improvement effect between the two groups before and after treatment (*n*/%).

Group	Emotional indifference	Poverty of thought	Will decline	Attention disorders	Sleep disorders	Hallucinatory delusion
Study group	62/86.11	59/75.64	48/66.67	56/71.79	67/85.90	22/28.21
Control group	42/53.85	39/50	36/46.15	39/50	47/60.26	15/19.23
X^2	6.514	5.741	7.482	8.175	1.18	1.038
P	<0.05	<0.05	<0.05	<0.05	>0.05	<0.05

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THE INFLUENCE OF MODERN ART THERAPY ON STABILIZING THE MOOD OF PATIENTS WITH MENTAL ILLNESS

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Background: Art therapy is an interdisciplinary professional field that emerged and is developing in Europe and America after World War II. It is based on multidisciplinary theories such as psychology, art, sociology, and philosophy, and emphasizes that visual symbols and images are the most natural of human experience. The form of communication tries to achieve the purpose of treatment by allowing the client and professional art therapists to conduct various artistic creation activities such as painting and sculpture on the premise of establishing a certain trust relationship, and to carry out multi-dimensional interactive activities around the work. However, how to define art therapy comprehensively and precisely is still controversial in the art therapy field.

As a widely used form of psychotherapy, the theoretical basis of art therapy comes from Sperry's theory of division of labor between the left and right brain and the theory of mental projection. The main theoretical basis of modern art therapy is the psychological projection in analytical psychology. The theory believes that psychological projection is a reflection of free will in the individual's consciousness, which is an active and unconscious performance activity. The products of different psychological projections not only exist in the form of artistic creation, but human dreams, hallucinations and even delusions can all be regarded as manifestations of psychological projections. Therefore, artistic creation activities can be applied as a technique of mental projection, which can effectively stabilize the mood of patients with mental illness.

Objective: As a psychological phenomenon, emotions play an important role in the daily life of individuals. Since the category of emotions is multi-level, any one of them can be the object of individual adjustment, so stabilizing the emotions of patients with mental illness is also a complex and diverse process. Modern art therapy has the effect of relieving emotions and stabilizing mood. Therefore, the emotions of patients with mental illness can be controlled through modern art therapy.

Subjects and methods: Selected 3505 patients with mental illness admitted from 2010 to 2020, including 2500 males and 1005 females; the oldest is 69 years old, the youngest is 16 years old, and the average age is 42.5 years old. Education level: 1000 cases of high school and above, 1065 cases of junior high school, 1085 cases of elementary school, 355 cases of illiteracy. Types of diseases: 1680 cases of schizophrenia, 205 cases of paranoid psychosis, 836 cases of mood disorders, 362 cases of reactive psychosis, 366 cases of schizophrenia psychosis, and 56 cases of anxiety. Course of disease: The longest is 12 months, the shortest is 45 days, and the average is 40.5 days. Living environment: 1605 cases in urban areas and 1,900 cases in rural areas. Randomly divided into 1642 cases of art therapy group and 1863 cases of non-art therapy group.

Study design: (1) Before the experiment, test the emotional stability of the experimental group and the control group respectively;

(2) Start the experiment and give art therapy to the experimental group, while the control group does

not have any art therapy;

(3) Twelve months after the implementation of the experiment, conduct the second emotional stability test to learn again about the emotional stability of the experimental group and the control group for patients with mental illness;

(4) Compare the data before and after the experiment, and analyze the differences between the subjects before and after the experiment.

Methods of statistical analysis: The SPSS software was used to count and analyze the original data of the two tests to test the changes in emotional control of the experimental group and the control group before and after the experiment.

Results: To compare the cure difference of mental illness patients between the experimental group and the control group before and after the experiment, the experimental results are shown in Table 1.

Table 1. Comparison of the cure rate of the two groups of patients.

Group	Cure	Not cured	Total	Cure rate/%
Test group	937	705	1642	57.06
Control group	915	948	1863	49.10
Total	1852	1653	3505	52.08

The mental illness patients in the experimental group have a higher cure rate, and their emotions have been relieved. Through modern art therapy, communication with their families has gradually increased, and art governance has also played a certain psychological role in comfort.

Conclusions: Mental disease is a disease in which brain function activities are disordered under the influence of various internal and external pathogenic factors, leading to varying degrees of obstacles to mental activities such as understanding emotions and will. Abnormal manifestations of various mental activities are various mental symptoms, and different combinations of various mental symptoms constitute different mental diseases. Antipsychotic drugs can effectively control the symptoms of psychosis, but they cannot relieve and release human emotions. Therefore, modern art therapy can alleviate the pathogenesis of the human body, mainly due to both physical and psychological factors. Modern art therapy affects mental activities such as emotion and mood, thereby changing people's emotional experience and physical function state. The etiology of mental illness includes social factors, environmental factors, genetic factors, etc. Therefore, on the basis of drug treatment and psychological counseling for mental patients, attention should be paid to the development of modern art therapy.

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DETECTION OF ABNORMAL EEG SIGNALS IN PATIENTS WITH SCHIZOPHRENIA BASED ON EXTENDED BAYESIAN CLASSIFICATION

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Background: In the China's disease burden survey, mental diseases have far exceeded the cardiovascular and cerebrovascular and respiratory diseases, ranking first in the burden of diseases. Mental health problems have become a public health and social problem that urgently needs to be solved in our country. Mental illness is a disorder of brain function that causes abnormal neurological diseases in patients with perception, thinking, emotion, and behavior. Faced with the competition and pressure of current social life, schizophrenia has become the most common mental illness in China. Such diseases have caused great distress to people, and the current diagnosis of schizophrenia lacks specific biomarkers. Schizophrenia is a high-incidence and more harmful mental illness, and timely and accurate diagnosis will help the treatment of this type of disease. The clinical manifestations of schizophrenia not only have certain similarities, but also change with changes in the patient's mood. Therefore, the study of the etiology of schizophrenia is receiving more and more attention, and the exploration of its diagnostic methods is becoming a major focus of social concern. The abnormal detection of EEG signals of patients with schizophrenia and the generation of EEG can provide an important reference and objective basis for accurately distinguishing and diagnosing specific symptoms of schizophrenia.

Objective: Schizophrenia is a group of serious mental illnesses with unknown etiology. Clinically, it is often manifested as a syndrome with different symptoms. It involves various obstacles in perception,

thinking, emotion and behavior, as well as incoordination of mental activities, so it is easy to Lead to misdiagnosis of clinical diagnosis. In order to solve the problem of misdiagnosis of schizophrenia and improve the accuracy of distinguishing and diagnosing mental diseases, the Bayesian algorithm is improved, and the extended Bayesian classification algorithm is used to detect the EEG signals of patients with schizophrenia.

Subjects and methods: From among patients with schizophrenia diagnosed in accordance with the International Classification of Diseases, 1,000 patients with schizophrenia were screened out according to 1:1 matching, of which 500 were male and female. All patients were between 32 and 51 years old, with an average age of 40 years. The EEG signal acquisition in this study uses a dynamic EEG instrument (NATION8128W, Shanghai Nuocheng Electric Co., Ltd., China), the sampling frequency is 128 Hz, the signal acquisition uses a 16-channel EEG cap, and the method of electrode placement Follow the international 10-20 lead standard. The whole process of signal collection is carried out in a quiet and closed room. Patients need to close their eyes and keep quiet, awake, and relaxed. After prompting the patient to start, record the EEG signal. The Bayesian formula is used to calculate the probability that the sample to be classified belongs to each category, which reduces the fitting phenomenon of the signal and improves the stability and generalization ability. Statistical EEG signal results with Excel software.

Results: Analyze the results of the extended Bayesian classification algorithm, and obtain the effect of the extended Bayesian classification algorithm on detecting abnormal EEG signals of patients with schizophrenia through the highest value, the lowest value, the average value and the accurate value, as shown in Table 1. The extended Bayesian classification algorithm can accept a large amount of data training, and at the same time, it has a higher query speed when querying data results, so it can effectively improve the efficiency of detecting abnormal EEG signals in patients with schizophrenia. When analyzing signal features, due to the ability to support incremental training, the actual learning of the classifier can be explained relatively simply, and the accuracy of information analysis is high.

Table 1. Results of the extended Bayesian classification algorithm.

Gender	Number of experiments	Highest value/%	Lowest value/%	Average/%	Exact value/%
Male	500	93.4	89.1	92.1	94
Female	500	96.2	87.9	94.3	97

Conclusions: Based on extended Bayes classification, the abnormal detection of EEG signals in patients with schizophrenia improves the accuracy of distinguishing and diagnosing psychiatric diseases, which can be treated in time for patients with schizophrenia, and they should be cared for at the same time. Specific practice has: 1. Want to treat mental illness patient correctly. Mental illness is a disease like any other, but its causes are not as clear as others. The abnormal expression of mental illness, if behavior, affection and thinking are not normal, it is the disease be caused by, just general mental illness patient does not think he is sick, do not seek cure actively, perhaps refuse to treat, this asks family member to mental illness patient doubly care and love. 2. Mental patients should be understood and respected. Because mental illness is the abnormal knowledge, emotion, volition and behavior that cerebrum activity function maladjusts and appears. Therefore, patients should see their pathological psychological activities, and see their normal psychological activities. Many words and deeds of the patient, request, idea is reasonable, we should try our best to satisfy or solve the patient's request, if cannot satisfy because of objective reason, should explain patiently. For patients who have recovered or are convalescent, we should be more considerate, respectful and loving. Society, family should give the patient with normal working, learning and living conditions, as far as possible to let it maintain good emotional state, this is very important to consolidate curative effect, stable illness. 3. Take care of your family. Most of the rehabilitation life of mental patients is spent in the family, so the family care of mental illness has become the primary task to consolidate the treatment effect, prevent the recurrence of the disease and promote the rehabilitation of the disease. If there is no good family environment, the patient cannot get the understanding and help of family members, the disease is easy to relapse. Therefore, families should take good care of the patient's diet daily life and personal hygiene, make patient life regular, encourage patients to participate in our work and recreational activities, supervision, and create a good family environment for patients, various kinds of pathological behavior and performance of mental patients, should be fully understood, such as family have problems, should try to improve and enhance the emotional communication, Efforts to enhance the stability of the family, so that patients feel the warmth and happiness of the family, which plays a great role in promoting the recovery of the disease.

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THE INTERVENTION STUDY OF LONG-TERM DANCE EXERCISES ON JUVENILE DEPRESSION

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Background: As a special group of teenagers, their rapid physical and psychological development makes them encounter great difficulties in the process of growing up. They encounter various life events, such as frustration, stress, and misfortune, and are more likely to suffer from emotional depression and depression than adults. Decline, produce pessimism, and even commit suicide. Frequent depression during this period is regarded as a "growth storm" or "growth pain", and it has become a common problem among teenagers. The etiology and pathological mechanisms of depression in adolescents are extremely complex, and are affected by personal genetics, personality, attribution methods, family factors, social support, and peer relationships. According to statistics, the global incidence of adolescent mental disorders has increased substantially in the past 30 years. Depression is one of the most common mental disorders, and the prevalence of adolescent depression is as high as 18%. When encountering setbacks and misfortunes in daily life, some teenagers will be emotionally depressed. In the process of depression, they will be pessimistic and even commit suicide.

Objective: Juvenile depression is a common psychiatric illness, manifested by a series of symptoms such as low mood, decreased energy, pessimism, hopelessness, and helplessness. If mild depression is not intervened, it will lead to severe depression and may even lead to long-term physiological, Psychological and other problems. Therefore, this study aims to explore the psychosocial influencing factors of depression in adolescents, and to further explore the intervention of long-term dance exercises on depression in adolescents.

Subjects and methods: Dance are a kind of kinesthetic art, which is characterized by the interaction of body and mind, involving the interaction of three levels of action perception and behavior. Compared with daily movements, dance provides a new and rich paradigm of body movement. 500 adolescent depression patients were selected as the research objects, from July 1 to September 30, 2021, for a period of 12 weeks. Divide them into an experimental group and a control group, and compare and analyze the experimental data before and after the experiment. The questionnaire survey method was used to conduct two mental health questionnaire surveys on 500 adolescent depression patients before and after the experiment. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. After taking the test values of 500 adolescent depression patients, the average is selected, and the result is determined by rounding.

Study design: (1) Before the experiment, conduct a mental health questionnaire survey on the experimental group and the control group;

(2) Start the experiment and train the experimental group for dance practice, while the control group does not have any dance practice;

(3) Twelve weeks after the implementation of the experiment, conduct a second questionnaire survey on mental health to find out again about the depression in the experimental group and the control group;

(4) Compare the data before and after the experiment, and analyze the difference between the experimental subjects before and after the experiment;

(5) Conduct interviews with individual typical subjects in the experimental group.

Methods of statistical analysis: The SPSS software was used to count and analyze the original data of the two questionnaires to test the changes in depression emotions in the experimental group and the control group before and after the experiment.

Results: Comparing the psychological and emotional differences between the experimental group and the control group before and after the experiment, the experimental results of the average score are shown in Table 1.

Table 1. Comparison of psychological emotions between the two groups before and after the experiment.

Group	Before and after the experiment	Upset	Physical weakness	Inferiority complex
Test group	Before the experiment	0	0	0
	After the experiment	4	3	3
Control group	Before the experiment	0	0	0
	After the experiment	1	1	1

Before and after the experiment, the psychological mood of the experimental group showed significant changes. According to the change of the mean, the teenagers' depression symptoms were relieved. Through dance practice, communication with classmates gradually increased. Soothing music also played a certain psychological comfort. During the 12-week dance practice, the young people's mood improved significantly, their physical fitness also improved, and their low self-esteem mentality weakened.

Conclusions: Dance involves complex emotional factors, so long-term dance training may be an effective intervention for adolescent depression. At the same time as dance practice, it is necessary to intervene the psychology of adolescent depression in the early stage. The specific countermeasures are: 1. Family therapy. This method of treatment is carried out through changes in the way family members interact in response to the patient's symptoms. By improving the bad interaction patterns between family members, it increases the trust of young patients in the family and promotes their communication, so as to achieve the purpose of alleviating depression. 2. Cognitive behavioral therapy. This method is also the most researched treatment method so far. In cognitive therapy, it is necessary to help patients recognize pessimistic and negative thinking, and prompt them to recognize their neglected achievements. 3. Interpersonal psychotherapy. In view of the psychological characteristics of adolescents, interpersonal psychotherapy for adolescents can effectively promote depression caused by interpersonal relationship problems. For adolescents facing parental separation, interpersonal role conflict and peer tension, etc., select the more prominent issues as the focus of attention. Continuous follow-up and resolution can effectively alleviate the depression of teenagers and improve their interpersonal skills.

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THE FEASIBILITY OF INTEGRATING CHILD AND ADOLESCENT PSYCHIATRY INTO PRESCHOOL EDUCATION CURRICULUM

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Background: Currently, approximately 4.5 billion people worldwide suffer from mental illness. According to estimates by the World Health Organization, mental illness ranks first in disability-adjusted life years, exceeding the impact of physical diseases such as the cardiovascular system. The development of psychiatry originated more than 100 years ago. The field of psychiatry research has made rapid progress in the past 30 years. The current four main research directions include child and adolescent psychiatry, molecular genetics, neuroimaging research, and diagnosis and classification. Standard research. Among them, the research of child and adolescent psychiatry is combined with the other three research directions, dedicated to the pathogenesis, disease classification, diagnosis and treatment of neurodevelopmental disorders and other mental disorders.

Under the requirements of modern education, preschool education must not only develop children's intelligence, but also cultivate children's healthy psychology, help children establish the correct three views, and lay the foundation for children's future growth. In the process of building and developing a socialist country, in order to cultivate more high-quality talents who meet the requirements of modern society and can promote social progress and development, it is necessary to start with preschool education and integrate child and adolescent psychiatry into preschool education. Through the integration and application of child and adolescent psychiatry, the effect and level of preschool education will be comprehensively improved, so that children can develop good moral qualities and ideas while developing their intelligence. With the progress and development of society, my country's educational model, thought, and concept have also undergone certain changes. In order to adapt to the requirements of modern education, preschool education has carried out corresponding reforms and innovations.

Objective: Preschool education can develop children's intelligence and improve children's brain functions, and has a great role in promoting children's future growth and development. Under the requirements of modern education, preschool education should not only focus on increasing children's intelligence, but also cultivate children's correct values, outlook on life and world outlook. For this reason, child and adolescent psychiatry can be integrated into preschool education. This article has made relevant elaboration and analysis.

Subjects and methods: Child and adolescent psychiatry includes examination of mental symptoms, speech and language development disorders, behavioral disorders, and anxiety disorders. The learning of these contents can effectively improve the cognitive ability of preschool children, cultivate an optimistic

attitude, and actively solve difficulties when facing difficulties. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. A test was conducted on all 100 children in a kindergarten in a city, and the average was finally selected, and the result was determined by rounding. The results of the interview were counted with Excel software.

Results: There are five main reasons for children suffering from mental illness, genetic factors, mental stimulation, living environment, physical factors and physiological factors. Table 1 integrates child and adolescent psychiatry into the preschool education curriculum and analyzes the mental state of preschool children, as shown in Table 1. The genetic factor is that the parents or other relatives have severe mental illnesses such as schizophrenia, so children will have a high chance of suffering from mental illnesses. In general, the more blood relatives, the higher the incidence, so it has no effect. The living environment is the current life of the child after birth. Anything that appears around will be transmitted to the central nervous system through the senses and produce corresponding emotional and behavioral responses. If the child's living environment is not good, the parents often quarrel or leave the mother to an unfamiliar environment, it may cause mental illness due to long-term adverse stimulation and insecurity, so the impact is general. And mental stimulation, physical factors and physiological reasons can be improved through the integration of child and adolescent psychiatry.

Table 1. The influence of child and adolescent psychiatry on the behavior of preschool children.

Type	Genetic factors	Mental stimulation	Living environment	Physical factors	Physiological reasons
Preschool children	0	4	2	4	3

Conclusions: Childhood mental illness, also known as "child mental illness", is a type of mental illness, often showing some special words and deeds, such as flicking and rotating objects. It has been recognized that the three subtypes are late-onset psychosis, which is similar to adult psychosis and occurs in late childhood and adolescence. The diagnosis and treatment methods are similar to adult psychosis; schizophrenia, which often occurs around 4 years old, is accompanied by social withdrawal symptoms. And the loss of social skills, including loss of speech ability, is mainly caused by the decline of the central nervous system, and its treatment is mainly with sedatives; infant autism, common children with schizophrenia and childhood depression. Therefore, by integrating child and adolescent psychiatry into the preschool education curriculum, the occurrence of adolescent mental illness can be effectively prevented. In daily life, such as genetics, mental stimulation, environmental factors, physical factors, etc., can induce mental illness. Therefore, parents must create a good growth environment for young people, and when the child is hit by a certain kind of shock, they must promptly guide and comfort them. In addition, regular physical exercises for preschool children are required to enhance physical fitness and reduce the incidence of mental illness.

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ANALYSIS OF THE INFLUENCE OF COMMUNITY MANAGEMENT MODE ON THE MOOD OF DEPRESSION PATIENTS

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Background: Depression is a typical psychological and psychiatric disease, with significant and lasting depression as the main clinical feature, and the physical and mental health of patients have been greatly affected. Depression is one of the types of affective disorders, and the most significant feature is usually low mood. The degree of depression varies among patients. The milder manifests as insomnia, depression, lack of pleasure, etc. The severer usually has more severe emotional ups and downs, and the mental activity of the patient is obviously in a state of depression. After a certain degree, even suicidal tendencies may

appear. With the acceleration of the pace of aging in our country and the increase in life pressure, the incidence of depression is gradually increasing. Although antidepressant drugs play an important role in improving the clinical symptoms of patients with depression, the overall quality of life of patients is poor, and the recurrence rate after discharge from the hospital is high. The community management model is a care model that extends hospital services to patients' families. It helps solve the health problems of patients after discharge, can effectively improve the quality of life of depressed patients after discharge, and is of great significance to reducing the recurrence rate of patients.

The community management model mainly refers to the material carrier and operation method by which the community management activities composed of the relevant management organizations of the community and their respective specific management functions can be effectively carried out. The community management model is an external manifestation of the community management system, which takes the corresponding organization and its functions as its basic content. The establishment of community management mode has its historical causes and changes with the development of social economy and environment. The development of a corresponding community management model for depression patients can effectively improve the adaptability of depression patients and promote their own development.

Objective: With the development of society and economy, the pressure of competition has increased, and the characteristics of high prevalence, high recurrence rate, and high disability mortality rate of depression have become more and more obvious. Therefore, in-depth analysis of the impact of the current community management model on the mood of patients with depression is undoubtedly of great significance for improving the living standards of patients with depression and stabilizing social development.

Subjects and methods: Analyze the influencing factors of depression patients' emotions through the community management model, and 300 depression patients as the survey objects. Using questionnaires to analyze patients with depression, it includes five aspects: psychological field, life field, environmental field, independence field and social relations field. The scale has good reliability and validity. The total score is 10 points. The higher the score, the better the effect of the community management model.

Results: The mental world of patients with depression mainly includes five areas, the psychological field, the life field, the environmental field, the independence field and the social relations field. Specific analysis of the mental impact of the community management model on patients with depression, as shown in Table 1. Through the development of supporting community management models, the quality of life of patients with depression can be effectively improved. The community management model has shown special effects on mental illness and depression. As an important part of the treatment of depression, the community management model can effectively improve the perception, mood, behavior and physiology of depression patients, and is beneficial to promote depression Rehabilitation of patients with disease.

Table 1. The mental impact of the community management model on patients with depression.

Type	Psychological field	Life field	Environmental field	Field of independence	Social relations field
Depressed patients	8	9	7	6	8

Conclusions: Depression is a relatively common disease in psychiatrics, involving various obstacles in perception, thinking, emotion, and behavior, as well as abnormal mental activity, which seriously affects the quality of life of patients. Depression has become an unavoidable social problem in the 21st century. Patients with depression need long-term medication. Misunderstanding of the disease, adverse drug reactions, and lack of family support systems are the main reasons for the poor efficacy of patients and the increase in recurrence rate. The role of the community management model on the specific emotional stability of patients with depression. By clarifying the positioning of the community, the positioning of the community can be reduced, and the scope of activities for patients with depression can be expanded to integrate them into community life. At the same time, a reasonable way of dividing the community is adopted, and the community is divided into four main types: one is the "block-type community" divided according to the natural area of the residents and the unit. In this community, it is necessary to increase the entertainment activities for the depressed patients and enrich them. The spiritual world; the second is a "community-type community" with a closed residential community as a unit, which requires specialized personnel to conduct regular visits to patients with depression in order to understand the psychological state in time; third, the main "unit-type community" can help depression patients get out of their homes and contact the society through the guidance of employees and friends; fourth, according to the different functional characteristics of the district, it can use high-tech development zones, financial and commercial development zones, cultural streets, and commercial districts. The divided "functional communities" need to improve supporting facilities, make psychological and life changes for patients with depression, and improve their sense of social integration. In summary, the community management model expands the field

of nursing services and extends the concept of clinical holistic nursing. Through the community management model, the negative emotions of patients with depression have been improved, and the quality of life of patients has been improved.

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THE REFINED MODEL OF SMART SERVICE-ORIENTED COMMUNITY GOVERNANCE: TAKING THE EMOTIONAL CONTROL OF PATIENTS WITH DEPRESSION AS AN EXAMPLE

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Background: According to relevant data from the World Health Organization: "By 2020, depression in the elderly will become the second largest human killer after cancer, and 50% to 70% of elderly people will commit suicide due to depression in the elderly." Depression is a mental illness characterized by persistent depression of mood and emotion. Its main characteristics are: persistent depression, slow thinking, decreased volition and accompanying physical symptoms as the main manifestations. If depression cannot be promptly and appropriately dispatched, it will seriously threaten the patient's physical and mental health. The refined model of smart service-oriented community governance is to establish a mental health service station, which uses the community as a unit to maintain and promote the mental health of the residents through relevant theories, methods and techniques of psychology. By vigorously developing community mental health services, the mental health and social adaptability of community residents can be effectively improved, and the occurrence of mental disorders, mental illnesses and abnormal behaviors can be reduced.

China's community health services have been in operation for many years, although almost all community doctors believe that the prospects for developing mental health services are very optimistic in terms of economic and social benefits. However, as far as the current development is concerned, the development of community mental health services is relatively lagging and there are many shortcomings. Of course, there are many factors that affect the development of community mental health services. For example, most community health service centers have almost no independent mental health service specialist outpatient clinics, or even some necessary psychological measurement tools; community residents' misunderstanding of psychological problems also leads to Community mental health services have not been paid attention to the important influencing factors of alienation and neglect; in addition, the narrow coverage of mental health services, the single development method and other factors make the development of community mental health services difficult. Therefore, it is very important to build a smart service-oriented community, and at the same time, mental health service personnel should also have the ability to diagnose and treat common psychological problems.

Objective: In the era of big data, if a smart service-oriented community can be established, negative emotional tendencies can be detected in time, and reading therapy can be implemented for early depression symptoms, it will be of great benefit to maintaining people's mental health and preventing the occurrence of mental illness. Therefore, in-depth research and analysis of the refined model of smart service-oriented community governance can effectively study the emotional control factors of patients with depression, which is of great significance to the analysis of the emotions of patients with depression.

Subjects and methods: The influencing factors of depression patients' emotions were analyzed through the refined model of smart service-type community governance, and 500 depression patients were taken as the survey subjects. Using questionnaires to analyze the emotions of patients with depression, it includes three aspects: cognition, emotion and behavior. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, and 4 means sufficient influence.

Results: By analyzing the impact of the smart service-based community management model on patients with depression (shown in Table 1), the effect can be effectively known. The smart service community can effectively integrate resources, comprehensively integrate various information channels, and achieve "one-stop" services for residents, effectively improving the cognitive level of patients with depression; through harmonious overall planning and refined management, it can collect residents' information This kind of data is used to analyze the mood of patients with depression; through benign interaction, a communication circle is formed within the community, so that patients with depression can integrate into the community, improve their behavioral expression ability, and realize the organization and management of the community.

Table 1. The impact of refined management of smart service-oriented communities on patients with depression.

Factor	Cognition	Emotion	Behavior
Depressed patients	3	4	3

Conclusions: The research on the refined model of smart service-oriented community governance proposed in this article, on the one hand, has created a new direction that keeps pace with the times for controlling the mood of patients with depression in practice. By extracting keywords related to cognition, emotion, and behavior in the unconscious state of depression patients for feature analysis, it can objectively and accurately reflect the symptoms of depression, and then formulate corresponding community management programs for symptoms. At the same time, patients with potential depression can be detected in advance, and they can grasp the opportunity of treatment when the patients initially show depressive symptoms, which conforms to the principle of disease prevention in Chinese medicine, and achieves the effect of disease treatment and disease prevention.

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ANALYSIS OF THE BENEFICIAL INFLUENCE OF PAINTING ART ON THE PSYCHOLOGICAL DEVELOPMENT OF CHILDREN WITH AUTISM

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Background: Childhood autism is a group of developmental delay syndromes caused by neurological development disorders that occur in infants and young children. It is a group of behavior syndromes with basic clinical features as social communication disorders, language development disorders, narrow range of interests, and stereotyped repetitive behaviors. It belongs to children's widespread developmental disorder, which has a lifelong impact on children's physical and mental development. Not only are children with autism slow to respond and have difficulty communicating with the outside world, but children with autism also exhibit abnormalities in movement, sensation, perception, hearing, and touch. Although there have been advances in etiological research, most studies still lack consistency or it has not been transformed into treatment guidance. At present, the main treatment methods are behavior-oriented training, sensory integration training, combined with drugs and other comprehensive treatments. The prognosis is still not ideal. This not only brings a lot of troubles to the children themselves and their family life, but also produces many serious social problems.

Painting art therapy has been a hot topic discussed in the academic circles in recent years, but there are few researches on painting art therapy for autism at present, and it is almost blank, so it is worth exploring and trying. Children with autism have serious obstacles in social communication and language communication, and painting is a way to directly express their psychological characteristics without language, and it is also one of the most important ways for children to express themselves. Children with autism can express their emotions and vent their emotions through painting, and they can show things that cannot be expressed in words in their inner world through painting. As an effective method of communication and treatment, children's painting has attracted more and more attention from people in psychology and education circles. We can not only understand the growth and psychological development of children with autism by analyzing the art works of children with autism, but also understand their understanding of themselves and their families, and promote their mental health development.

Objective: The salient features of children with autism are: social communication barriers, language communication barriers, and abnormal interests and behaviors. These children usually have symptoms before the age of three, which has a great impact on children's physical and mental development, and has become a special group of increasing attention from society. Studies have found that in the individual education of children with autism, art therapy can improve their perception, perception, memory, thinking, emotion, will, temperament, personality, ability, communication, behavior and other aspects. Painting art is an important form of art activity in the art category. When participating in art activities, the brain's thinking and physical interaction slowly allow autistic children to walk out of their own world and communicate with people or things in real life.

Subjects and methods: 300 children with autism are the subjects of the survey. Using questionnaires to analyze the impact of painting art on children with autism, it includes three aspects: stimulating potential,

enriching emotions, and enhancing adaptability. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, and 4 means sufficient influence. The results of the interview were counted with Excel software.

Results: Through the analysis of the beneficial effects of painting art on the psychological development of children with autism (shown in Table 1), the actual application results can be obtained. The art of painting can stimulate the potential of children with autism, and to a certain extent allow children with autism to break through themselves and stimulate their creativity. In the process of painting, it can strengthen exercise for children with autism whose cognitive ability is poor. Their cognitive abilities. The art of painting can effectively enrich emotions. Children with autism need a way to express their emotions and loneliness. Art education can euphemistically allow children to express their emotions. At the same time, the art of painting can enhance adaptability and reduce the inner harm of children with autism to some extent. This is a way of communication for children with autism and a purely emotional expression.

Table 1. The beneficial effects of the art of painting on the psychological development of children with autism.

Factor	Excitation potential	Rich emotions	Enhance resilience
Children with autism	4	4	4

Conclusions: The art of painting has a beneficial effect on the psychological development of children with autism. In the process of learning painting, children with autism use lines from the beginning, to the perception of colors, and then to the performance of specific characters. This is the gradual intervention of the art of painting process. In this process, teachers should continue to encourage students, so that children with autism will gradually form social awareness and improve their ability to adapt to society.

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THE APPLICATION OF NEUROLOGICAL DISEASES OF CHILDREN AND ADOLESCENTS IN LANGUAGE TEACHING FOR CHILDREN WITH SPECIAL NEEDS

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Background: Special children mainly refer to their physical, psychological or social interactions with certain obstacles. This phenomenon makes their own development different from ordinary people. Therefore, this type of students cannot directly learn from the general education environment. To obtain good learning results in the middle school, this means that teachers must use special educational methods to teach and guide, so as to stimulate the students' potential to a great extent. This requires language training, cognitive training, life training, etc., based on the children's own characteristics, and they can be organically combined in the actual teaching process. Only in this way can they play a more important role. Under normal circumstances, the language of normal children is acquired through daily life, active imitation, life experience, etc., and does not require special teaching. For special children, their own language system develops relatively slowly and cannot self-learning. Without the intervention of professionals, their language skills will not be significantly improved, they may even degenerate, and in severe cases, they will completely lose their language skills. Therefore, special education teachers must use unique teaching methods to intervene in time for children with special needs, so that their language ability gradually develops and approaches the normal level, and different methods can be used for different types of special children.

Language is a complex social communication symbol system, which requires more participation in cognitive ability. Due to the influence of many subjective and objective factors, children with special needs have obstacles in language fields such as phonetics, vocabulary, grammar, and pragmatics. Studies have shown that the incidence of speech and language disorders in children with special needs is 67%. The average sentence length of children with special needs is shorter, and 10-year-old children are only equivalent to the language ability level of 4-5-year-old normal children. Language is not only an important tool for social communication, but also an important medium for children's learning. Therefore, it plays an important role in language teaching for children with special needs.

Objective: At this stage, with the continuous reform and innovation of China's education system, relevant personnel pay more attention to the education of children with special needs, and are committed to seeking scientific and effective measures to strengthen education and teaching so that they can receive

high-quality resources in this environment and promote Comprehensive improvement of its own comprehensive quality. Due to their own different characteristics, special children also have a certain gap in their acceptance and comprehension in the learning process, especially when they face greater challenges in language training, the rehabilitation education of children and adolescents in neurological disease for special children It has a positive effect and will effectively improve the development of its language ability to a certain extent.

Subjects and methods: Child and adolescent psychiatry includes mental development disorders, attention deficit hyperactivity disorder, stuttering and other content. Learning this theoretical content can effectively improve the language skills of children with special needs, help them establish an optimistic attitude, and cultivate good interpersonal skills. In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact Individual subjective causes large errors. The language ability of 500 special children in a certain city was tested, and the average was finally selected, and the result was determined by rounding off.

Results: A full understanding of child and adolescent psychiatry theory can effectively improve the language ability of children with special needs. The improvement of language ability promotes the intellectual characteristics, sensory ability, social behavior, communicative ability and neuromotor of special children to have varying degrees of changes, as shown in Table 1. Integrate child and adolescent psychiatry into the language teaching of special children, and analyze the physical, psychological and behavioral characteristics of special children. Through the improvement of language ability, the characteristic children's communication with others gradually increases, and the personality becomes gradually outgoing, which improves the communicative ability. At the same time, the learning of knowledge also began to have a desire for knowledge, and their own sensory ability gradually improved. Due to the change of personality, I am more willing to participate in outdoor sports, and my body functions have also been enhanced.

Table 1. The influence of child and adolescent psychiatry on the language of children with special needs.

Factor	Intellectual characteristics	Sensory ability	Social behavior	Communicative competence	Neuromotor
Special children	5	3	4	4	5

Conclusions: With the increasing emphasis on children with special needs, a large number of scientific and reasonable teaching strategies have been continuously applied in the actual teaching process. Among them, children and adolescents' neurological diseases have achieved good teaching effects in language teaching, to a certain extent. To promote the development of special children's language ability, relevant teachers should appropriately adopt theories of children and adolescent neurological diseases to promote the better growth of special children.

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THE EFFECT OF CLOTHING COLOR MATCHING ON NERVE REPAIR IN PATIENTS WITH COLOR COGNITIVE IMPAIRMENT

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Background: In the human sensory organs, more than 83% of the information is obtained through vision, and the eyes are the most important organ of humans. From a functional point of view, the human eye has different abilities to receive light, color and analyze images, thereby forming perception to recognize the shape, color and space of the object. The theory of three primary colors believes that there are three types of cone cells in the human retina that are responsible for receiving colors. In the order of their spectral sensitivity peak wavelengths, they are called short (S), medium (M), and long (L) cones. Types, and the cause of color cognitive impairment is related to the absence or functional defects of these three types of cone cells. Color cognition disorders are manifested as color blindness and color weakness. Red-green color blindness is the most common among colorblind groups, blue-yellow blindness is the second, and full color

blindness is relatively rare. Color-blind people cannot distinguish specific colors. Taking red-green blindness as an example, red-green blindness cannot distinguish between red and green. Although the color recognition ability of the color weak group is less than that of color blindness, its color recognition ability is weaker or slower, and the color recognition ability is close to that of color blindness when the light is dark. For groups with color vision impairment, the brightness and saturation of colors have the greatest impact on their perception and discrimination. This group has a strong ability to recognize high-brightness and high-saturation colors, but it is difficult to perceive low-brightness and low-saturation colors.

Color words and color cognition are an important field for exploring the relationship between language and cognition. In the field of color words and color cognition, there have been three different opinions. The view of language relevance believes that language affects color cognition, language can cut colors at will, and there are differences in the cutting of colors in various languages. The general evolutionary view holds that language and color cognition are independent of each other, because the visual organs are the same, so people have the same perception of color. The color words in various languages in the world are concentrated in 11 basic colors, which are called focal colors, which means that the language is not arbitrary for color cutting. Recent research believes that people's perception of color is the result of a combination of environment, perception, and culture.

Objective: Different colors convey different languages and different emotions. In the process of nerve repair in patients with cognitive impairment, the combination of clothing colors can express the character and hobbies of the character and the inner activity of the character. Clothing color matching can also set off the atmosphere on specific occasions. Therefore, in-depth analysis of clothing color matching is of great significance to the nerve repair of patients with color cognitive impairment.

Subjects and methods: The color matching of clothing can help the nerve repair of patients with color cognitive impairment. Multiple colors based on clothing collocation have a profound impact on patients with color cognitive impairment. Randomly select 100 patients with color cognitive impairment as the research objects, and match, identify, categorize, express and generalize colors by playing videos, pictures, etc., to improve the ability to distinguish colors. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means no improvement, 1 means slight improvement, 2 means general improvement, 3 means obvious improvement, 4 means sufficient improvement, in order to reduce the evaluation When the individual subjectively caused a large error, the evaluation value of 100 patients with color cognitive impairment was taken and the average was taken, and the result was determined by rounding. The specific statistical table obtained is shown in Table 1.

Results: The concept of color is relatively abstract. It is more difficult for people with color cognitive impairment to learn. You can exercise the ability of visual representation and observation through basic pairing exercises, and initially establish the concept of color and the concept of the same color. After the patients with color cognitive impairment can fully grasp the matching of the three colors, they can further establish the concept of each color so that they can correctly identify the three colors of red, yellow, and green. Then by classifying the colors, putting together different objects of the same color, increasing the understanding of the concept of color. Patients with color cognitive impairments say 3 colors to improve their expression ability, and begin generalization training after recognizing more colors, so that patients with cognitive impairment can more naturally apply the colors they learn in their lives.

Table 1. Training methods for patients with color cognitive impairment.

Mode	Pair training	Designation training	Classification training	Expression training	Generalization training
Patients with color cognitive impairment	4	4	3	4	3

Conclusions: Color has a unique expression. Different colors convey different information. At the same time, colors play a visually eye-catching role. Patients with color cognitive impairment can improve color recognition ability and thinking mode by matching the color of clothing, which is useful for nerve repair good results. As a component of clothing, clothing color can highlight the vividness and particularity of colors, and achieve the purpose of vivid colors through appropriate color matching, which is of great significance for improving the color recognition ability of patients with color cognitive impairment.

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AN ANALYSIS OF THE INFLUENCE OF THE MODE OF GOVERNANCE IN MODERN ETHNIC REGIONS ON THE EMOTIONS OF DEPRESSION PATIENTS

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Background: Depression is characterized by significant and lasting depression or loss of interest and pleasure, and is the main type of mood disorder. Clinically, it can be seen that the mood is not commensurate with the situation, the mood is negative or pessimistic, and there may be suicide attempts or behaviors. Each attack lasts for at least 2 weeks, the elderly or even several years, most cases often recur. Most of each attack can be relieved, and some may have residual symptoms or become chronic. Depression is sometimes overlooked because it does not directly harm the body. Mental diseases accounted for 22.8% of the global burden of disease, of which depression is the main cause of disability, and this proportion has increased since 1990 with the promotion of population growth and aging. It is estimated that 3.5 billion people worldwide are affected. The economic burden of depression in the United States alone is estimated to exceed US$210 billion, of which 45% are direct expenses, 5% are suicide-related expenses caused by depression, and 50% are work costs. This cost poses a major challenge to the health systems of developed and developing countries.

Ethnic areas are an important part of China. The governance of ethnic areas is related to the quality and prospects of governance in specific regions and countries. The governance model of China's ethnic regions is more embodied as a set of institutional entities, institutional patterns and institutional processes constructed and developed in ethnic regions in a certain period. On this basis, the characteristics of governance concept, process and structure of ethnic regional autonomy under a single system can show the realistic logic of the governance model of ethnic regions in our country. Therefore, according to the governance model of modern ethnic regions, the mood of depression patients can be effectively controlled, and the social communication ability of depression patients can be improved.

Objective: According to relevant investigations and studies, depression has a very negative impact on the normal life of most people in the world at any time. In particular, patients with major depression have a very high suicide mortality rate, and it is a disabling disease in the world. It also ranks in the top several places in the ranking, and its ranking will continue to be high. By 2020, it will be ranked second, second only to ischemic heart disease. Therefore, it is of great significance to analyze the influence of the governance model of modern ethnic regions on the mood of depression patients.

Subjects and methods: Analyze the influencing factors of depression patients' emotions through the governance model of modern ethnic regions, and take 500 depression patients as the survey objects. Using questionnaires to analyze patients with depression, it includes three aspects: psychological aspects, physiological aspects and behavioral aspects. In the survey results, five levels of 1-5 are used to quantify the impact value of a specific factor. 1 represents irrelevant, 2 represents slight impact, 3 represents moderate impact, 4 represents significant impact, and 5 represents sufficient impact.

Results: The governance model in modern ethnic areas has a strong effect on the physical, psychological and behavioral aspects of depression patients, as shown in Table 1. According to the governance model of modern ethnic areas, depression patients of different ethnic groups can be treated in different ways. According to the characteristics of each ethnic group, depression patients can be treated in a diversified and all-round way.

Table 1. The influence of the governance model of modern ethnic regions on patients with depression.

Type	Psychological aspect	Physiological aspect	Behavioral aspect
Depressed patients	4	3	3

Conclusions: Depression is a disease characterized by the three major symptoms of low emotions, slow thinking, and psychomotor inhibition. It is a disease with high incidence, high recurrence rate, and systemic treatment. The governance model of modern ethnic regions is the main social support force for patients with depression, and a good governance model is the prerequisite and basis for promoting the rehabilitation of patients with depression. Therefore, in order to promote better treatment and care for patients with depression, thereby reducing the recurrence rate and improving the quality of life of patients, we implement timely, long-term and synchronized health education for patients with depression and their families to improve the governance of modern ethnic regions. The governance model of modern ethnic regions can effectively assist patients with depression in the training of life skills and social skills, and improve their psychological, physical and behavioral abilities. So that patients with depression can integrate into society as soon as possible, and let patients feel the attention of society and the care of their families, thereby improving the quality of life.

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THE EFFECT OF BUILDING GREENING LAYOUT ON ALLEVIATING NEUROSIS OF THE ELDERLY

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Background: With the development of society and the advancement of science and technology, the aging of the population is becoming more and more serious. The elderly and even the elderly are increasing year by year, which has become a new topic that cannot be ignored in various clinical disciplines. With the increase of the average life expectancy of the population, the incidence of senile diseases is also increasing, such as cardiovascular diseases, diabetes, cancer and various mental diseases. The elderly is different from young people because of their neuroanatomy, neurophysiological and mental state. Therefore, when the elderly suffers from neurological diseases, their clinical manifestations and therapeutic effects are different from those of young patients. Nervous system diseases are the most common cause of inability in the elderly, accounting for almost 50% of them. Age-related neurological diseases, such as Alzheimer's disease, stroke and Parkinson's disease, account for a large proportion of the medical expenses of the elderly. In many cases, neurological diseases of the elderly often manifest as clinical dysfunction that overlaps with normal aging.

With the development of social aging, the incidence of senile psychosis is getting higher and higher. The onset of the disease is slow, the course of the disease is long, the stable phase and the exacerbated phase alternately occur, mainly as symptoms such as broken thoughts, emotional disorders, hallucinations and delusions, which will suddenly Lead to changes in the behavior of the elderly. Experts pointed out that the main point of the treatment of senile psychosis is not taking drugs, but more importantly, life conditioning. Green plants in the city can cool down and increase humidity, and greening can effectively improve the urban living environment, improve the living standards of the elderly, and effectively alleviate neurosis in the elderly. The green layout of the city can enhance the landscape around the building, improve the mentality of life, and improve the quality of life.

Objective: The cause of senile psychosis is cerebral arteriosclerosis, cerebral ischemia, hypoxia, and metabolic disorders, which cause brain tissue atrophy, loss of intelligence, personality changes, and mental disorders. In senile psychosis, the more common ones are senile dementia and arteriosclerotic mental disorder. Therefore, the green layout of the building can reshape the urban environment while purifying the air. It has very important practical significance to alleviate the elderly neuropathy.

Subjects and methods: Urban greening have improved the quality of the living environment of urban residents, and effectively alleviated the psychological, physical and behavioral aspects of elderly patients with mental illness. 500 patients with senile psychosis were selected as the research objects, from June 1st to July 30th, 2021, for a period of 8 weeks. Divide them into the experimental group and the control group. The survey results use five levels from 0 to 4 to quantify the influence of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, and 4 Indicates full impact.

Study design: (1) Before the experiment, conduct psychological questionnaire surveys on the experimental group and the control group respectively;

(2) To start the experiment, the experimental group lived in a city with architectural greening, and the control group lived in a city without any urban greening;

(3) Eight weeks after the implementation of the experiment, conduct a second psychological questionnaire survey to find out again about the neuropathy of the elderly in the experimental group and the control group;

(4) Compare the data before and after the experiment, and analyze the differences between the subjects before and after the experiment.

Methods of statistical analysis: The SPSS software was used to count and analyze the original data of the two questionnaires to test the changes in neuropathy of the elderly in the experimental group and the control group before and after the experiment.

Results: Comparing the mental differences between the experimental group and the control group before and after the experiment, the average score is obtained. The experimental results are shown in Table 1.

Table 1. Comparison of the mental status of the two groups before and after the experiment.

Group	Before and after the experiment	Emotional situation	Healthy body	Interpersonal communication
Test group	Before the experiment	2	2	2
	After the experiment	4	3	4
Control group	Before the experiment	2	2	2
	After the experiment	2	2	2

The mental condition of the experimental group changed significantly before and after the experiment. According to the change of the mean value, the mental illness of the elderly was relieved. Observing the green plants can relieve the mood, encourage the elderly to go outdoors to increase the number of exercises, and effectively obtain interpersonal communication.

Conclusions: The etiology of senile mental disorders is more complicated, with both physical and external reasons. With age, the brain gradually ages and loses weight, slows down in response speed, and memory loss. In severe cases, Alzheimer's disease is triggered. At the same time, the elderly is prone to chronic diseases. In addition, some elderly people have poor mental and ideological capacity, and are more agitated and restless when encountering things, which increase the incidence of neurological disorders. Therefore, through the architectural greening layout, green plants of the same or similar shape, color, texture, and size are selected to emphasize a consistent sense of rhythm; the point-shaped plants are used as the key points in the indoor and outdoor environment of the building to highlight the greening effect. Effectively alleviate the onset of senile neuropathy.

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THE INFLUENCE OF IDEOLOGICAL AND POLITICAL COURSES ON ADOLESCENTS' ANXIETY

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Background: Adolescents are a very sensitive group and have weak psychological tolerance to external pressures and changes, so these factors often make them fall into depression and anxiety. The anxiety of young people has become more prominent at present. The weakening of family structure, rapid urbanization, and the changes caused by new technologies have disproportionately had a huge impact on young people's psychology. Anxiety is mainly caused by excessive stress. Patients themselves can cheer themselves on, relax, and take deep breaths when they are nervous. Parents should also guide and encourage their children to promote the recovery of patients' diseases. When the condition is more serious, patients who are unable to heal on their own should use medication or psychotherapy as directed by their doctor. Adolescents' anxiety has always been a hot spot and focus of attention from all walks of life.

Adolescents with anxiety disorders mostly show mild anxiety, which is less difficult to treat, but they are prone to repetition, which seriously damages the physical and mental health of adolescents with anxiety, and affects their academic achievements, social skills, and social development. Relevant studies have pointed out that timely psychological intervention and health education for adolescents with mild anxiety disorder can effectively reduce their anxiety and depression, maintain a healthy and optimistic positive attitude, and help improve their quality of life, and prevent their daily life from being affected by the aggravation of the disease.

Objective: The mental health education of adolescents often comes from school education, family education and social education. If adolescents lack mental health education, it may cause mental health problems, generate anxiety, and trigger a variety of wrong behaviors. Therefore, evaluating the current state of adolescent anxiety from the perspective of college ideological and political courses and analyzing its influencing factors is conducive to exploring more effective mental health intervention methods and providing a reference for the construction of a mental health evaluation mechanism for middle school students.

Subjects and methods: Ideological and political courses in colleges and universities have a positive

guiding role, which can help young people to establish correct values and learning concepts, and alleviate anxiety. It can be seen that the anxiety of adolescents needs to be relieved by the use of ideological and political courses in colleges and universities, especially to make full use of positive language. This article mainly conducts research on adolescents' intellectual development, emotional pleasure, mental health, interpersonal relationship, and personality stability from the ideological and political courses in colleges and universities. Primary schools, junior high schools, and high schools were selected as the research objects, and questionnaires were issued to their students to count the influence of language on various aspects.

Study design: A stratified cluster random sampling method was used to survey 1,000 adolescents. Randomly select 1 elementary school, junior high school and high school, randomly select 1 class for each grade, and conduct a questionnaire survey among 12 classes of students. 983 questionnaires were distributed and 939 valid questionnaires were collected.

Methods: Excel was used to calculate the alleviating situation of anxiety disorder of teenagers of all ages by ideological and political courses.

Results: Under the influence of college ideological and political courses, teenagers will have different effects on their own anxiety disorders. Elementary school students are not mentally sound, so the effect is small, while junior high school students and high school students have matured with respect to mental and physical development, so the ideological and political courses have a greater impact on all aspects of it.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact, the individual subjectively caused a large error. Take the assessment value of 1000 students and take the average, and the result is determined by rounding off. The specific statistical table is shown in Table 1.

Table 1. Relief of anxiety in adolescents of different ages.

Factor	Mental development	Emotional pleasure	Mental health	Interpersonal relationship	Stable personality
Primary school	4	3	4	5	3
Junior high school	5	4	4	4	5
High school	5	5	5	4	4

Conclusions: Adolescent anxiety from the perspective of ideological and political courses in colleges and universities is affected by language attributes. Positive language will have a good role in promoting young people, develop harmonious classmate relationships, be diligent in communicating with parents, and improve academic performance. The research on anxiety of adolescents in ideological and political courses in colleges and universities overcomes the defect that traditional research methods only target a small number of students with outstanding psychological problems. How teachers communicate with students, treat and deal with students' psychological problems with a positive perspective, correct, develop and supplement traditional adolescent anxiety treatment models can effectively improve the positive psychological quality of adolescents.

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THE EFFECT OF NURSING INTERVENTION FOR PATIENTS WITH MENTAL ILLNESS IN NEUROLOGY DEPARTMENT

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Background: The contemporary medical form advocates nursing to intervene in the diagnosis and treatment of patients, but monotonous nursing methods cannot fully meet the actual needs of patients. Comfort care is a form of overall care with a strong pertinence, which is essentially to allow patients to achieve the highest quality status in the overall aspect, thereby improving the actual diagnosis and

treatment results. Neurology patients are generally emotional, anxious, and pessimistic, which will have a serious impact on the patient's psychology and body in the long run. Neurology patients are relatively older, most of which are accompanied by other diseases, and the use of comfortable nursing interventions can help patients recover better and shorten the length of hospitalization.

Nursing intervention can significantly improve the anxiety and depression of patients with neurology and mental illness and improve the patients' ability to manage the disease. Related research shows that the implementation of psychological nursing intervention can significantly improve the anxiety and depression of patients with neurological and mental illness, promote their recovery and improve their quality of life. For those suffering from diseases, they not only demand relief from pain and troubles, but also more satisfaction, joy and happiness. Therefore, while studying how to reduce or eliminate patients' anxiety and depression and other negative emotions, it is also important to pay attention to their mental health and improve their subjective well-being.

Objective: Neurology diseases are common diseases of the elderly. Neurology diseases include cerebrovascular diseases, brain tumors, stroke, Alzheimer's disease, epilepsy, cerebral thrombosis, Parkinson's disease and many other diseases. Neurology diseases have the characteristics of high incidence and high mortality. At present, they have seriously endangered the physical and mental health of the elderly in our country, and brought adverse effects on the physical and mental health of the elderly in our country. Nursing intervention means that hospital nurses under the guidance of a certain theory, have a purposeful, planned and arranged influence on the patient's psychology, in order to achieve the purpose of restoring the patient's condition. The use of psychological nursing interventions in the Department of Neurology has a good effect, which is beneficial to the rehabilitation of patients.

Subjects and methods: 108 patients with neurological and mental illnesses were selected as the research objects, of which 56 were male patients, and the rest were females. The age of the patients was 39-68 years old. All patients were randomly divided into groups: the study group (54 cases) and the control group (54 cases). The general conditions of the two groups of patients were compared, and there was no significant statistical difference (P>0.05). A comparative study can be carried out. The BADL scale was used to compare the satisfaction of the two groups of patients with care. The score is based on a percentage system. The higher the score, the higher the patient satisfaction.

Results: After the nursing intervention, the satisfaction distribution of the two groups was compared. After comparison, there were significant statistical differences. See Table 1 for details.

Table 1. Comparison of satisfaction with nursing care between the two groups.

Group	Number of cases	Very satisfied	Satisfy	Dissatisfied	Satisfaction
Test group	54	50 (92. 59)	4 (7. 41)	0 (0. 00)	54 (100. 00)
Control group	54	50 (92. 59)	1 (1. 85)	3 (5. 56)	51 (94. 44)

Nursing staff actively explain to patients the theoretical knowledge, treatment methods, and treatment processes related to induced neurological diseases, so as to allow patients to have a more comprehensive understanding of their own diseases. At the same time, they can tell patients some successful cases of treatment and let patients Don't worry too much and increase your confidence in recovery.

Conclusions: Psychological nursing intervention plays a very important role in medical nursing, and its application effect is relatively good. It is currently widely used in the nursing of patients with mental illness in the Department of Neurology. In the process of applying this nursing method, it is necessary for the nursing staff to establish a good relationship with the patient, so that the patient can trust the nursing staff, so as to improve the effect of psychological intervention nursing work. Nursing staff and patients respect each other and cooperate with each other, so that nursing staff can influence patients through words and deeds, expressions, actions, emotions, etc., so that patients can understand what the nursing staff wants to express from all aspects. Compared with younger groups, the elderly is more likely to suffer from neurological diseases. The main symptoms of neurological diseases in the elderly are epilepsy and dementia. Once the elderly suffers from neurological diseases, not only the mortality rate is higher, but also seriously affects the physical and mental health of the elderly. Therefore, in order to help the elderly to restore their health, we must strengthen their care and pay attention to the psychological problems of the elderly sick. Psychological intervention nursing for the elderly can not only provide comprehensive care for the elderly sick group, but also pay attention to the psychological problems of the patients.

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MODELING ANALYSIS OF THE IMPACT OF RURAL TOURISM ON ALLEVIATING THE RISK OF ALZHEIMER'S DISEASE

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Background: Alzheimer's is a comprehensive disease, and "forgetfulness" manifested by simple progressive memory decline is a typical symptom of Alzheimer's. Innate endowments, acquired factors and the physiological characteristics of the elderly together constitute the special physique of the elderly and have a decisive influence on the onset of Alzheimer's disease. Alzheimer's disease is a common clinical disease. In recent years, China's population has become aging and the number of patients with Alzheimer's disease is also increasing. The pathogenesis of Alzheimer's disease has not yet been fully clarified. It is clinically believed that its occurrence and development are related to many factors. Alzheimer's disease is a comprehensive disease characterized by advanced cognitive dysfunction. The pathological features are mainly senile plaques, neurofibrillary tangles and neuron loss. With the progress and development of modern social sciences, the life span of human beings is constantly extending. In the world, especially in China, the aging trend of the population is increasing rapidly, and the diseases of the elderly are also increasing, especially the incidence of senile dementia is on the rise, which seriously affects the quality of life of the elderly. It is not only an individual disease, but because of the social burden it brings, it has become an important public health issue.

Rural tourism is defined as a tourism project based on agricultural resources. Rural tourism is a new type of tourism that evolved from the combination of eco-tourism and agricultural tourism. Eco-tourism includes both natural eco-tourism and cultural eco-tourism. The original motivation for tourists to choose this type of tourism is the double return to nature and the ancestral lifestyle. Therefore, rural tourism uses agricultural cultural landscape, agricultural ecological environment, agricultural production activities, farmers' daily life and environment, and rural folk customs as resources, and integrates viewing, participation, leisure, vacation, recuperation, entertainment and other methods.

Objective: Aged infatuation is the fourth leading cause of death in the elderly after tumors, heart disease, and cerebrovascular diseases. As a result, it has attracted the attention of domestic and foreign scholars and became a major subject of medical research in the 1990s. Therefore, the research on Alzheimer's has important medical and social significance. By analyzing the development model of rural tourism, effective research can be conducted on the impact of alleviating the risk of Alzheimer's disease.

Subjects and methods: Rural tourism helps to model and analyze the impact of Alzheimer's disease risk. Randomly select 300 senile dementia patients as the research objects, and improve the range of interpersonal communication among the elderly through rural tourism. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means no improvement, 1 means slight improvement, 2 means general improvement, 3 means obvious improvement, 4 means sufficient improvement, in order to reduce the evaluation When the individual subjectively caused a large error, the evaluation value of 300 Alzheimer's patients was taken and the average was taken to determine the result by rounding.

Results: Rural tourism takes rural natural and humanistic objects as tourist attractions, and relies on the beautiful landscape, natural environment, architecture and culture of the rural area. On the basis of traditional rural leisure tourism and agricultural experience tourism, it expands the development of conference vacations, Emerging tourism methods for leisure and entertainment projects. Through rural tourism, you can effectively perceive the people's feelings in the country, experience the rural life style, improve your communication ability, expand the scope of communication, and effectively analyze the impact of the risk of Alzheimer's disease.

Table 1. Effects of rural tourism.

Type	Feel the countryside	Experience life mode	Improve communication skills
Effect	4	4	3

Conclusions: Alzheimer's is a degenerative disease of the central nervous system, which reduces the patient's ability to take care of themselves and social behavior, seriously affects the patient's quality of life, increases family economic and social economic expenditures, and causes great psychological pressure on family caregivers However, there is currently no effective treatment for senile dementia. Therefore, a proper healthy lifestyle, reasonable diet, and proper physical exercise can all improve the health of the human body, delay the decline of cognitive function, and reduce the risk of Alzheimer's. Through the rural tourism development model, the risk factors of Alzheimer's disease can be determined and modeled and

analyzed to achieve the effect of early prevention. Discriminate the correlation between controllable risk factors and Alzheimer's, so as to provide certain theoretical guidance for the early prevention of Alzheimer's.

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INFLUENCE OF MENTAL HEALTH EDUCATION IN PARTY SCHOOL ON ANXIETY DISORDER OF LEADING CADRES

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Background: Maintaining mental health of leading cadres is not only a prerequisite for the correct performance of various duties, but also an important foundation for cultivating and improving overall quality. Psychological surveys in recent years have shown that the overall psychological condition of leading cadres is good, but a considerable proportion of cadres have sub-health conditions such as serious job burnout, low happiness, and inner anxiety, and even some cadres have serious psychological disorders, leading to mental breakdown. The prevalence of mental health problems among cadres determines that there is a greater demand for mental health education. Therefore, in-depth research on methods and measures to alleviate the inner anxiety of leading cadres and strengthen the mental health education of cadres are of important practical significance.

Our country's mental health education started late. At present, only comprehensive mental health education courses are offered in large, middle and elementary schools, while the mental health education for leading cadres is seriously lagging behind. Most leading cadres rarely have it when they are students and after work. Opportunity to receive systematic mental health education and professional training. Due to the uniqueness of the educational object and educational environment, mental health education for leading cadres is different from general mental health education. How to realize the value and goals of education and maximize the effect of education is a question worthy of consideration by educators.

Objective: Mental health education in party schools helps to internalize mental health knowledge into psychological qualities. Traditional lecture-style teaching can teach a large number of mental health theories to leading cadres in a relatively short period of time. However, mental health education cannot solve problems with lectures alone. Mental health education is a process of emotion regulation and emotional experience, a process of ideological recognition and spiritual communication. Therefore, from the perspective of party school mental health education, research and analysis of the current situation of leadership anxiety and analysis of its influencing factors are conducive to exploring more effective Mental health intervention methods.

Subjects and methods: Psychological health education in party schools has a positive guiding role, which can help leading cadres to establish correct values and work views, and effectively alleviate anxiety in the process of work. This shows that the anxiety of leading cadres needs to be relieved by the use of mental health education in the party school. Mainly analyze the various influences of mental health education in party schools. 500 leading cadres were selected as the research objects, and questionnaires were issued to them to count the influence of various aspects of the party school's mental health education. Use Excel to calculate the mental health education of the party school to relieve the anxiety of leading cadres.

Results: Party school mental health education can effectively improve the cognitive level of leading cadres, enable them to have correct cognitive abilities, be able to look at things objectively, rather than emotionally, and make correct and rational judgments in the face of complex situations and reduce anxiety. The moral ability of leading cadres can be improved. Party school mental health education requires leading cadres to restrain themselves and control their thoughts and behaviors in accordance with the norms of social behavior. At the same time, when dealing with work problems, maintain a stable mental state, increase willpower, and improve personal charm.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact of the assessment The individual subjectively causes large errors, and the obtained results are determined by rounding. The specific statistical table obtained is shown in Table 1.

Table 1. Relief of anxiety disorder of leading cadres.

Content	Cognitive level	Moral competence	Will quality	Personality charm
Leading cadres	3	5	3	4

Conclusions: The mental health of leading cadres plays an important role in the society, reflecting the civilization and harmony of a society to a certain extent. The psychological theory of the party school has broadened the content of mental health education. Mental health education needs to change the traditional situation of displaying mental problems and passively coping with mental problems. In the mental health education of leading cadres, more attention should be paid to positive attention to stimulate positive energy of leading cadres. Cultivate the positive experience ability of leading cadres, improve subjective well-being, and relieve anxiety. At the same time, we must also actively prevent and eliminate the negative energy of leading cadres. The mental health education of the party school puts forward the concept of active prevention. For job burnout, the goal of the mental health education of the party school is to enhance the subjective well-being, work pleasure and sense of accomplishment of leading cadres. Regarding the corruption psychology, improve the life satisfaction of leading cadres, create a rational and peaceful mentality, prompt the leading cadres to refuse temptation by themselves, thereby resist external temptation, build a psychological defense against corruption, and cultivate a healthy mental state.

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THE IMPORTANT ROLE AND SIGNIFICANCE OF HEALTH TOURISM IN THE TREATMENT OF THE RISK OF SENILE DEMENTIA

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Background: As the aging society intensifies, the problem of Alzheimer's disease is becoming more and more serious. With the increase of age, the incidence of Alzheimer's disease increases. The aging situation in China is very severe, and the prevalence of dementia and mild cognitive impairment in pre-dementia is extremely high. The prevalence of dementia in China can reach 5-10% of that of the elderly, causing a serious burden on the family and society. Alzheimer's disease is a group of chronic and progressive mental degeneration diseases that are common in old age. It is a lasting and comprehensive mental decline that occurs when the patient is conscious. The cognitive function of patients with Alzheimer's disease is significantly decreased, and the condition of the disease is continuously aggravated. In addition to the physical and mental torture of dementia patients, it also brings heavy mental pressure and life burden to their families. Due to the lack of experience and skills of some family caregivers, they are often at a loss when encountering emergencies, which increases the difficulty of nursing care for dementia. As a result, they appear sad and depressed in life. The long-term existence of these depressions and frustrations has caused them to lose their psychological and physical balance.

Health tourism refers to the sum of different tourism activities that enable people to achieve a good state of harmony with nature in terms of body, mind and spirit through means such as beauty and physical fitness, physical and mental training, and caring for the environment. Health tourism is an in-depth tourism experience activity based on natural ecology and human environment, combined with landscape viewing, cultural entertainment, physical examination, medical treatment and other forms to achieve relaxation, comfort, and longevity. Compared with traditional tourism, health tourism has the characteristics of long staying time, slow travel pace, strong consumption ability, high revisit rate, and physical fitness. It is an upgraded version of the traditional tourism industry and can effectively promote the treatment of the risk of Alzheimer's disease.

Objective: Health tourism is a new format and trend in the development of tourism in the new era. It not only meets people's requirements for a healthy life quality, but also enriches the effective supply of elderly care products. Therefore, it is of great significance to analyze the current health tourism's role in the treatment of the risk of Alzheimer's disease.

Subjects and methods: Health tourism can help prevent the risk of Alzheimer's disease. Randomly select 500 Alzheimer's patients as the research objects, and enrich the daily life of the elderly through health tourism. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means no improvement, 1 means slight improvement, 2 means general improvement, 3 means obvious improvement, 4 means sufficient improvement, in order to reduce the evaluation When the individual subjectively caused a large error, the evaluation value of 500 Alzheimer's patients was taken and the average

was taken to determine the result by rounding.

Results: Health tourism can rely on its existing tourism resources, such as local hot springs, forest resources, etc., with the main purpose of health preservation and health promotion, and the development of a series of health tourism products. Including hot spring health tourism, forest health tourism and so on. The characteristics of this tourism product must be based on ecological health preservation, combined with natural resources such as hot springs and forest oxygen bars, and through experience, sightseeing, and learning of related cultures, so as to improve one's physical and psychological level. To achieve healthy sightseeing during the travel process, physical fitness is strengthened, and at the same time, the effect of health care is achieved through rehabilitation and other forms. Various services such as medical treatment are used to improve the physical fitness of the elderly, activate the thinking of the elderly, and improve the ability of interpersonal communication. The statistical table obtained is shown in Table 1.

Table 1. Health tourism effect.

Type	Healthy sightseeing	Health care	Medical tourism
Effect	4	3	4

Conclusions: Alzheimer's disease is a progressive neurodegenerative disease with insidious onset. Clinically, it is characterized by general dementia such as memory impairment, aphasia, apraxia, agnosia, impairment of visual spatial skills, executive dysfunction, and personality and behavior changes. Therefore, health tourism can effectively alleviate the cognitive deterioration of the elderly and effectively enhance the ability of interpersonal communication. Health tourism is in a good era in China. The government attaches unprecedented importance to relevant policies and standards. Local governments should seize this opportunity to integrate local health tourism resources, highlight the characteristics of local resources, and cultivate local characteristics from a global perspective. Health tourism products. At the same time, by improving the quality of local tourism services, collaborating with related industries, clarifying the development path in line with its own health resources, and taking a sustainable development route, the health tourism products can become a stable source of local tourism economic income, which can effectively alleviate the elderly. The pressure brought by the transformation can reduce the risk of Alzheimer's disease.

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MODELING RESEARCH ON THE IMPACT OF RURAL TOURISM ON THE RISK OF ELDERLY MENTAL ILLNESS

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Background: With the development of social aging, the incidence of senile psychosis is getting higher and higher. The onset of the disease is slow, the course of the disease is long, the stable period and the exacerbated period alternate, and it is mainly manifested by symptoms such as broken thinking, emotional disorders, and hallucinations, which can lead to Sudden changes in behavior will cause sudden psychiatric symptoms such as suicide, self-injury, impulsivity, running away, and lack of insight. Experts pointed out that the treatment of senile psychosis does not lie in taking drugs and conditioning life, but more importantly, the communication and care of the children's relatives, which require the psychological care of the relatives around them. In senile psychosis, the more common ones are senile dementia and arteriosclerotic mental disorder. There are two common types of senile psychosis. The first is senile anxiety and depression. Such patients have insomnia, emotional anxiety, increased physical discomfort, worry, repeated medical treatment, emotional fragility, and often recall the past, similar to anxiety and depression. The second type is Alzheimer's. Patients often have cerebrovascular diseases. They show memory loss and emotional instability. Past events are easily forgotten. They are easy to get lost after going out. They are often left behind, sometimes accompanied by mental symptoms such as delusions of being stolen.

Rural tourism is a new type of tourism that evolved from the combination of eco-tourism and agricultural tourism. Here, eco-tourism includes both natural eco-tourism and humanistic eco-tourism. The original motivation for tourists to choose this type of tourism is the double return to nature and the ancestral lifestyle. Therefore, rural tourism can be defined as taking urban residents as the main target market, taking

agricultural cultural landscape, agricultural ecological environment, agricultural production activities, farmers' daily life and environment, and rural folk customs as resources to integrate viewing, participation, leisure, and vacation. Recreation, recuperation, investigation, study, popular science, food, entertainment, shopping and other special tourism activities.

Objective: Nowadays, there is no cure for senile psychosis, in order to reduce the adverse effects of the disease on patients. Nursing staff should fully understand the patient's personality characteristics, adopt corresponding nursing strategies, and understand the patient's behavior in a correct manner, communicate with the patient in a gentle and peaceful tone, narrow the distance with the patient through heart-to-heart talk and other methods, and help by creating a comfortable and warm environment Patients get rid of the symptoms as soon as possible. Through the rural tourism model, it is possible to carry out modeling research on the influence of the risk of elderly mental illness.

Subjects and methods: Rural tourism helps to model and analyze the impact of the risk of senile psychosis. Randomly select 600 elderly mental patients as the research objects, and improve the thinking ability of the elderly through rural tourism. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means no improvement, 1 means slight improvement, 2 means general improvement, 3 means obvious improvement, 4 means sufficient improvement, in order to reduce the evaluation When the individual subjectively caused a large error, the evaluation value of 600 Alzheimer's patients was taken and the average was taken to determine the result by rounding.

Results: The development of rural tourism has greatly satisfied the psychological needs of the lonely elderly and the "empty nest elderly". From data analysis, it can be seen that rural tourism has developed medical, health, and education undertakings, and at the same time increased a variety of entertainment activities, effectively improving the quality of life of the elderly. The continuous improvement of rural infrastructure is conducive to reducing the risk of elderly mental illness.

Table 1. Actual effects of rural tourism.

Type	Medical career	Health service	Education
Effect	4	4	3

Conclusions: Elderly psychiatric patients refer to the dysfunction and decline of brain tissue that cause dysfunction and produce abnormal mental activity, which seriously affects the individual, family members and society of the patient. Therefore, it is necessary to conduct research and judgment on elderly patients with mental illness through a series of effective methods, and carry out preventive treatment in advance to improve their quality of life. Rural tourism is a new type of tourism that evolved from the combination of eco-tourism and agricultural tourism. Eco-tourism includes both natural eco-tourism and cultural eco-tourism. The original motivation for tourists to choose this type of tourism is the double return to nature and the ancestral lifestyle. The implementation of the rural tourism development model can effectively model the impact of elderly mental illness risk, fully study and analyze elderly mental illness, and propose specific prevention methods.

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RESEARCH ON THE PROMOTING EFFECT OF VOCAL SINGING ON THE REHABILITATION TREATMENT OF ADOLESCENT DEPRESSION

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Background: Depression is a complex emotional mental and psychological disorder that includes a variety of mental and physical symptoms. It is caused by mental stimulation, poor mood, qi depression and phlegm knot, and is often related to factors such as congenital heredity and special character. Depression can be mild, moderate or severe. According to the World Health Organization, 350 million people worldwide suffer from depression, and the prevalence rate in China is 6.9%. Of the 287, 000 suicides in China each year, 80 per cent suffer from depression. Depression is now the fourth of the world's top 10 diseases. In recent years, more and more teenagers suffer from depression, and the survey results show that the incidence of depression is about 1.8% to 7.8%. The number of patients with depression is increasing year by year, and the

trend is younger. Depression has become one of the most common psychological diseases among teenagers. Depression is also contributing to an increasing rate of teen suicide, and is the second leading cause of death among 15-to 19-year-olds. Adolescents, a special group, are prone to depression because of their own characteristics.

Vocal singing presents a unique artistic way of conveying thoughts and emotions to the audience through the combination of sound and performance. The imitation of the original work by the singer according to the original song and performance mode belongs to the "first creation", and then combined with their own thoughts and methods of alternative performance and singing belongs to the second creation, which can promote innovative thinking. Expressing emotions through vocal music can effectively alleviate some diseases and solve some specific physical and mental health problems. Therefore, vocal singing can achieve unexpected therapeutic effects.

Objective: The clinical manifestations of depression include low mood, loss of interest, slow thinking, and low self-evaluation. Vocal singing has the characteristics of combining creativity and authenticity, so that patients with depression can be comforted spiritually and psychologically, and they can get joy, joy and excitement in spirit. Improve the thinking ability of patients through a unified historical and contemporary way, and promote the cultivation of interest at the same time. Therefore, in order to effectively improve the rehabilitation of adolescent depression patients, the form of vocal singing can be used to enhance the rehabilitation effect.

Subjects and methods: 500 adolescent depression patients were selected as the research subjects, starting from July 1, 2021, for a 20-week test. Divide them into an experimental group and a control group, and compare and analyze the experimental data before and after the experiment. The questionnaire survey method was used to conduct two mental health questionnaire surveys on 500 adolescent depression patients before and after the experiment. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, and 4 means sufficient influence.

Study design: (1) Before the experiment, conduct psychological questionnaire surveys on the experimental group and the control group respectively;

(2) Start the experiment, practice vocal singing for the experimental group, and practice without any vocal singing for the control group;

(3) Twenty weeks after the experiment was carried out, conduct the second questionnaire survey on the rehabilitation situation to learn about the rehabilitation situation of depression in the experimental group and the control group;

(4) Compare the data before and after the experiment, and analyze the differences between the subjects before and after the experiment.

Methods of statistical analysis: The SPSS software was used to count and analyze the original data of the two questionnaires to test the rehabilitation of patients in the experimental group and the control group before and after the experiment.

Results: After implementing vocal music singing practice for 20 weeks, patients with depression have greatly improved their knowledge, beliefs, and behaviors, which can effectively expand the scope of interpersonal communication, stimulate the innovative consciousness of patients with depression, and effectively intervene in patients' behavior. Rehabilitation effect. The experimental results are shown in Table 1.

Table 1. Comparison of rehabilitation between the two groups before and after the experiment.

Group	Before and after the experiment	Interpersonal relationship	Creative consciousness	Intervention behavior
Test group	Before the experiment	1	2	1
	After the experiment	3	4	4
Control group	Before the experiment	1	2	1
	After the experiment	2	2	1

Conclusions: Adolescents suffering from depression will seriously affect their physical and mental health and normal study and life, and it will be difficult to adapt to the society, which will bring certain difficulties to future employment. Some seriously ill teenagers even choose to commit suicide to escape reality, causing immeasurable losses to the family and society. At present, music therapy is an important method and means to treat depression in adolescents. Vocal singing exercises can help people eliminate bad emotions, relieve mental stress and prevent the occurrence of mental illnesses, buffer and release certain things in their hearts, improve their mental state and bad cognition, and promote the effectiveness of rehabilitation treatment for adolescent depression.

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RESEARCH ON BRAIN NERVE REPAIR OF SPEECH RESIST FROM THE PERSPECTIVE OF SOCIAL PSYCHOLINGUISTICS

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Background: Psychology is a subject that studies behavior and psychological activities. It is related to many fields of daily life - family, education, health, society and so on. Social psycholinguistics is very important in the process of interpersonal communication and development. Speech and language development disorders refer to disorders of normal language acquisition in the early stages of development, manifested as delays and abnormalities in the development of pronunciation, language understanding, or language expression ability. This abnormality affects learning, professional and social functions. These conditions are not caused by abnormalities in neural or speech mechanisms, sensory impairment, mental retardation, or surrounding environmental factors.

The establishment of social psycholinguistics has its theoretical and methodological foundations. Social psycholinguistics is an emerging edge subject of linguistics that is being established. The establishment of this emerging subject has its principled guiding ideology. Language psychologists study the structure of language as a unique way of human behavior, especially focusing on what kind of psychological functions usually work. These functions are about association, repetition, thinking and so on. The structural elements of individual speech ability consist of phonetics, words and grammar, and listening, speaking, reading and writing constitute speech skills. The main body of speech activities is people in society. The speech activities of social people are dominated by the social psychology of language. The language and social psychology of social people is reflected in the conscious, unconscious and unconscious of speech activities. Conscious speech activities are purposeful, justified, objective, and socially regulated. The realization of conscious speech activities is mediated by context. The speech subject can not only adapt to the context, but also influence and transform the context, making it itself Social and cultural space. Unconscious speech activities are purposeless, unreasonable, unobjected, and social norms, and the use of context is manifested as unconsciousness.

Objective: Language development begins in the neonatal period and is most rapid at the age of 4 to 6 years. The cry of hunger, discomfort, and pain when a baby is 2 months old has language meaning. The significance of studying language in psychology is to understand the characteristics and laws of human psychological phenomena. Language runs through people's various psychological activities, such as thinking, memory and various activities. Only by understanding the law of language activities can we really reveal the characteristics of people's psychological activities. Language is one of the most important information carriers. Such as data retrieval, machine translation and artificial intelligence research; Diagnosis and treatment of clinical aphasia (such as stuttering, speech disorder, inability to read, etc.). Including language barriers, language barriers refer to those with normal hearing, intelligence, and interpersonal communication, while the ability to understand, express, and apply language deviates from the normal language barriers. The shortcomings of language comprehension are manifested as poor comprehension of characters, the relationship between characters, sentences with different structures, negative sentences and compound sentences. The shortcomings of the expression language are manifested in improper grammar and wording, so that things cannot be explained clearly. People with deficits in language expression and comprehension cannot speak to others normally. I can't understand what other people are saying. Therefore, from the perspective of social psycholinguistics, the analysis of the brain nerve repair of speech obstructors is conducive to exploring more effective intervention methods.

Subjects and methods: Language has a positive guiding role and can help the speech blocker to alleviate their own language barriers. It can be seen that the rehabilitation of the brain nerves of speech-blockers needs to be relieved by sociolinguistics, especially to make full use of positive speech. Psychology is derived from the self-concept of mainstream scientific psychology. Positive speech can learn more from and absorb the methods of humanistic psychology. Sociolinguistics plays a vital role in repairing the brain nerves of speech obstructors. This article mainly conducts research from five aspects: intellectual development, emotional pleasure, mental health, interpersonal relationship, and personality stability of language-

resistors. Primary schools, junior high schools, and high schools were selected as the research objects, and questionnaires were issued to their students to count the influence of language on various aspects.

Study design: A stratified cluster random sampling method was used to survey 1,000 speech-blockers, 973 questionnaires were distributed, and 947 valid questionnaires were retrieved.

Methods: Use Excel to calculate the degree of influence on self-development of speech blockers of all ages after receiving social psycholinguistics.

Results: Under the influence of different languages, language blockers will have different effects on their own development. Because elementary school students are still mentally unsound, language has a greater impact on all aspects of it. Social psycholinguistics can effectively improve the language barrier of language barriers, while high school students are mature relative to mental and physical development, so little effect.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact. The individual subjectively caused a large error. Take the assessment value of 1000 students and take the average, and the result is determined by rounding off. The specific statistical table is shown in Table 1.

Table 1. The development of speech blockers of different age groups.

Factor	Mental development	Emotional pleasure	Mental health	Interpersonal relationship	Stable personality
Primary school	5	3	5	5	5
Junior high school	5	4	4	4	3
High school	3	2	3	3	3

Conclusions: From the perspective of social psychology, the brain nerve repair status of the speech blocker is affected by the language attributes. Positive language will have a good communication and communication promotion effect on the speech blocker, develop harmonious interpersonal relationships, and be diligent in communicating with parents. Communication is helpful to alleviate the symptoms of language disorders. Social psychology's psychological research on speech blockers overcomes the shortcomings of traditional research methods that only focus on a small number of patients with prominent psychological problems. It turns its attention to stimulating the potential awareness of speech blockers, and treats and deals with them in a positive light. The psychological problems of the language blocker can effectively improve the mental health status of the language blocker based on the positive psychological quality.

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ANALYSIS OF THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION COURSES ON SOCIAL PSYCHIATRIC ANXIETY OF COLLEGE STUDENTS

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Background: With the deepening of reforms, the pains of China's social transformation and the benefits of reform and opening up are clearly distinguished. While the tolerance of the global village has expanded our horizons, our way of life, thinking space, spiritual world, and spiritual home are all Encountered an unprecedented impact, resulting in the destruction of traditional values, which directly led to the disappearance of the ultimate basis of human activities or all the meaning of survival. The meaning of human existence is lost or misinterpreted. The meaning of survival is the reason and basis for human existence, and it is the foundation of human life. Ideological and political education can effectively alleviate anxiety when people gradually enter the social reality of anxiety.

Anxiety neuropathy is abbreviated as anxiety disorder, which is commonly referred to as an anxiety state. It is a kind of brain dysfunction with persistent anxiety, fear, tension and autonomic dysfunction, often

accompanied by motor restlessness and physical discomfort. The onset occurred in the young and middle-aged, and there was no significant difference in the incidence of men and women. For general anxiety disorders, nervousness, restlessness, and worry are generally persistent for a long time. So worrying about a certain thing, such as studying or working for more than half a year, constitutes an anxiety disorder. If the content of anxiety and worry is about obsessive-compulsive disorder, panic disorder, social phobia, anorexia nervosa and other diseases, corresponding measures can be taken through ideological and political education courses to eliminate these anxiety situations.

Objective: Ideological and political education courses are essentially a kind of education, which aims to realize morality and foster people. Always adhere to the principle of morality, morality, and morality to teach, pay attention to strengthen the education of students' world outlook, outlook on life and values, inherit and innovate the excellent traditional Chinese culture, so as to eliminate the anxiety of college students. Therefore, in order to effectively improve the anxiety of college students, we can conduct in-depth research on ideological and political education courses.

Subjects and methods: Through research and analysis, it is found that actively guiding contemporary college students to establish a correct view of the country, nationality, history, and culture can effectively improve students' thinking awareness, thereby cultivating more talents with comprehensive development of morality, intelligence, physical education, and labor for the society. Based on the influencing factors of college students' emotions, this article mainly conducts research from three aspects: labor education, mental health education and legal education. Selecting junior high school, high school, and university students as the research objects, by issuing questionnaires, statistics on the psychological and emotional situation of college students after passing the ideological and political education courses.

Study design: A total of 1,000 questionnaires were distributed, and the questionnaires were required to be completed at one time. The time for each person to fill out the questionnaire was 25-30 minutes. 957 copies were recovered and the number of valid copies was 923.

Methods: Use Excel to count the emotional relief of college students in ideological and political education courses.

Results: College students can effectively alleviate their psychological anxiety through the study of ideological and political education courses. The labor and mental health have been greatly improved, and at the same time, through the study of the rule of law education, a correct world outlook has been established.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact. The individual subjectively causes a large error. The method of rounding the result is determined. The specific statistical table obtained is shown in Table 1.

Table 1. The situation of college students in ideological and political education courses.

Factor	Labor education	Mental health education	Rule of law education
Junior high school	4	4	3
High school	3	4	3
University	3	3	4

Conclusions: The development of ideological and political education courses in colleges and universities in the new era can effectively alleviate the anxiety of college students and cultivate a positive mental state. Professional ideological and political education involves the main channels and main positions of ideological and political education in colleges and universities, and is closely connected with ideological and political courses and curriculum ideological and political, and together constitute an educating whole, which can better exert the efficiency of educating people. Therefore, it is necessary to actively develop ideological and political education courses, and take professional education and professional characteristics as an important basis for college students' ideological and political education, which is conducive to promoting the growth and success of college students. Therefore, through studying ideological and political education courses, the psychological quality of college students can be improved and the actual anxiety can be alleviated.

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RESEARCH ON MENTAL DISORDER IN LITERARY CREATION UNDER THE

BACKGROUND OF CULTURE MARKET

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Background: The human mind, like the human body, can function normally or fail, that is, abnormality or disease. However, people can understand and accept the abnormality or illness of physical activity, and cannot understand or accept the abnormality or illness of mental (psychological) activity, and even have a great misunderstanding. As a result, mental patients in the community by the cold, discrimination or other extremely unfair treatment. In fact, mental disorders or diseases as physical diseases, its occurrence, development, change is for a reason. Mental disorder is a group of functional diseases of the nervous system, including neurasthenia, anxiety, hysteria, and so on.

Literature depicts insanity, from the frenzy caused by certain stimuli to the suicide caused by personal insanity and despair. These phenomena reflect the multifaceted values of medical theory, society and literature. Such works can be constructed from fictional stories or facts that are usually autobiographical. The explanation of the variety and complexity of insanity not only indicates that the theme has "polysemy", but also indicates that the theme should not be limited to the deepening identification of fictional or legendary characters. The phenomenon of mental disorder in literature also includes the conflict between intrinsic values and individual autonomy. Generally speaking, judgments imposed by social traditions, medical institutions and families often turn into people's inner revolts and their struggles to achieve self-determination. In fact, the plot, structure, and language of poetry, fiction, drama, and biography are very different from the true state of the individual's mind in dealing with insanity and the ideas that society and the family try to control, such as good and evil, health and disease, reason and fantasy, law and justice. Even if a sympathetic psychiatrist or psychoanalyst is portrayed in the work, there will be resistance when society and family despise the theoretical level of these doctors or despise them for injecting emotions that society and family consider inappropriate.

Objective: The mental disorder described by the long history of literature has created many different images of mental disorders, reflecting the problem of mental disorders in modern society to a certain extent. In the context of cultural market, the analysis of mental disorders in literary creation helps to understand the psychological state and mental stress of modern people in many aspects.

Subjects and methods: Interviews were conducted with 30 interviewees to watch 5-10 novels, poems, plays and other literary works in advance for 40-60 minutes, including the characters, plots, character-building features, etc.

Study design: During the interview, the emotion of different interviewees and the content of expression were recorded by recording and taking notes. At the same time, after the interview, we adopt the way of group discussion to summarize and discuss the mental disorder phenomenon in literature creation under the background of cultural market. After part of the literature understanding, found in the literature of mental disorders are mainly as follows: First, delusions of persecution. This is one of the most common symptoms of all mental patients. Common performance is mental patients will often paranoid anxiety, always think someone will harm him. Second, extreme excitement. The symptoms of mental patients are severe thinking disorder, disorderly speech and lack of purpose. Is often a whim to do a thing, but also have the performance of nonsense. In severe cases, there may be self-inflicted injuries or wounding. Third, drug-induced anxiety. Because mental patients often rely on the future to maintain mental normal. One of the side effects of these antipsychotics is that they can cause inexplicable anxiety, loss of control, and anxiety, sweating, fear, and so on. Most of these manifestations took place between afternoon and evening. At the same time, these performances are more paroxysmal, with the general anxiety to distinguish. Fourth, depression. This is also a common symptom of mental illness. Psychiatric patients in different periods of the disease, may appear depressed, and even pessimistic. Serious person may appear suicidal phenomenon, but this appears more in psychosis has improved, stable phase.

Methods: Led the interviewees to the above four phenomena are carrying on the important observation and the understanding, discusses these insanity phenomena in the literary work. SPSS13.0 and Excel software were used to analyze the respondents' responses to the interview content.

Results: Literature is not only a specific existence, such as "literary creation", "literary institutions", "literary career", "literary events" and so on, but also very abstract, general and virtual. Only living in a certain period, can we roughly feel its existence. About the latter kind of existence, we can use "literary climate", "literary trend" and other terms. So, in the background of "cultural market", the diversity of "literature" is very great, and it brings some turbulent and uncertain factors to the writer's individual creation. Therefore, the analysis of mental disorder in literary works in the context of cultural market is conducive to understanding the psychology and mental state of modern people from another level. The

statistical results of different interviewees' interviews with abnormal phenomena in literary works are shown in Table 1.

Table 1. Specific statistical results.

Insanity phenomenon	Numbers	Percentage/%
Delusion of persecution	21	70
Drug-induced anxiety	11	36.67
In a frenzy of excitement	17	56.67
Depressed mood	24	80

Conclusions: Subjective authority, a source of conflict in literature, manifests itself in various forms through the inner character of the protagonists, their special will and loss. When the characters call for social justice, they fight for self-orientation and self-affirmation. The theme of insanity reflects the continuity and new ideas in the process of human psychological development, and reveals the complex relationship between individual psychology and social history.

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A STUDY ON THE INFLUENCE OF ANXIETY AND DEPRESSION OF MIDDLE SCHOOL STUDENTS IN DIFFERENT ROLES IN JAPANESE COLONIAL EDUCATION

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Background: Anxiety depression, also known as anxiety neurosis, is based on generalized anxiety disorder and episodic panic state as the main clinical manifestations, often accompanied by dizziness, chest tightness, heart palpitations, dyspnea, dry mouth, sweating, tremor, and motility restlessness, etc. The anxiety is not caused by actual threats, or the degree of tension and panic is not commensurate with the actual situation. Depression is often mixed with anxiety. Everyone has different symptoms, but common symptoms include "depressed mood", "upset" and so on. Maintaining this condition for a long time will cause great harm to the human body. One of the common dangers of depression is that it makes the patient experience the most painful and bad mood. And this kind of pessimism appears without obvious external causes, so it is very difficult to solve, so that the mood of patients with depression is always pessimistic and world-weary. Depression and anxiety always accompany, and at the same time there will be inexplicable mental tension, panic and anxiety.

Japan's colonial education in its invasion of China is a general term for the "imperialization" education, "assimilation" education, and enslavement education that Japan implemented for the people in the Chinese occupied areas during the Japanese invasion of China. In modern times, Japan attempted to influence and control the political trend of China in the future through its cultural and educational undertakings, and to cooperate with its policy of aggression against China and colonial rule. However, the cruel facts of Japanese military force invading China aroused strong resistance from the Chinese people, and the result was counterproductive.

Objective: In recent years, anxiety and depression have gradually affected the normal growth of college students. Anxiety and depression, as an important aspect of measuring the mental health of college students, has attracted the attention of many psychologists and educators. By studying the characteristics of different roles in Japanese colonial education, it can effectively alleviate the anxiety and depression of college students.

Subjects and methods: By analyzing Japanese colonial education, it can effectively help college students alleviate anxiety and depression. This article mainly conducts research from three aspects: cultural self-confidence, patriotism and knowledge. Junior high schools, high schools, and universities were selected as the research objects, and questionnaires were distributed to their students to calculate the impact of anxiety and depression among college students.

Study design: Using a stratified cluster random sampling method, a survey of 1000 college students was conducted. Randomly select 1 junior high school, high school, and university. 1000 questionnaires were distributed and 961 valid questionnaires were returned.

Methods: Use Excel to count the anxiety and depression of middle school students in different roles in Japanese colonial education.

Results: By analyzing the situation of Japanese colonial education, the cultural self-confidence of college students can be improved. Enhancing cultural self-confidence lies in identification. It is necessary to correctly understand the advantages and disadvantages of culture, and promote cultural development by identifying with Chinese culture. Increased patriotism can enhance the satisfaction of daily life. At the same time, the knowledge base guarantees the ability to relieve anxiety and depression.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact. The individual subjectively caused a large error. Take the assessment value of 1000 students and take the average, and the result is determined by rounding off. The specific statistical table is shown in Table 1.

Table 1. The impact of anxiety and depression among college students.

Factor	Cultural confidence	Patriotism	Knowledge
Junior high school	4	5	3
High school	4	5	4
University	5	5	5

Conclusions: Mental health is an outstanding problem that affects the growth and development of college students and the harmony and stability of colleges and universities. Anxiety and depressive symptoms mainly refer to the mental symptoms of mental fatigue, emotional excitement and emotional instability caused by the brain's long-term stress state, which causes the brain's excitement and inhibition functions to become disordered. Patients with anxiety and depression symptoms may have clinical manifestations such as depression, insomnia, anxiety, and pain. Most patients with anxiety and depression symptoms are young adults. Mental workers are more likely to suffer from anxiety and depression symptoms. The main cause of anxiety and depression symptoms is: excessive pressure in life and work. By analyzing the different roles in Japanese colonial education, it is possible to effectively study and judge the anxiety and depression of college students, formulate corresponding mitigation methods, build harmonious interpersonal relationships, relieve students' psychological pressure, and promote the mental health of college students.

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DISCUSSION ON PIANO TEACHING STRATEGIES AND THERAPEUTIC MECHANISM OF BLIND CHILDREN WITH MENTAL DISORDERS

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Background: In children piano teaching, piano teaching for blind children is a special teaching. Blind children in the visual obstacles to their learning and life brought difficulties and inconvenience, especially learning piano this need to hands also need eyes to recognize the music instrument is more so, but in some aspects, they are stronger than ordinary people. Blind children are the most serious visual disability, that is, the best corrected visual acuity is less than 0.05 or the field of vision radius is less than 10 degrees, that is, almost invisible. China has given special support to persons with disabilities, established and gradually improved the human rights protection system for persons with disabilities, and promoted their equal participation in social life. However, the development of the cause of the disabled only have these external reasons is not enough, but also need disabled people with a healthy heart to struggle courageously. Because blind children are visually disabled, they acquire information mainly by hearing. Blind children grow up listening to the world, their hearing ability is stronger than ordinary children, which is also an advantage of blind children to learn piano playing. However, as a piano teacher how to play their own advantages in teaching blind children, how to carry out the blind children piano enlightenment teaching this topic has important practical significance.

Music is an external stimulation of the human brain, which is closely related to various physiological functions of the human body. In music therapy, people find that the regular acoustic vibration frequency of green music itself will produce a resonance reaction with the physiological rhythm of the human body. The physiological state of the human body has beneficial changes through music stimulation to adjust the human

brain network structure, cerebral limbic system cerebral cortex, central nervous system and endocrine system and other physiological changes to achieve emotional adjustment.

Objective: Learning the piano helps to ease personal emotions, improve personal quality and accomplishment, and gradually learn how to enjoy life through the influence of art. Through piano teaching, the mood of blind children with mental disorders can be gradually improved, so that they can be more optimistic, outgoing, and more willing to expand their communication range, improve communication skills, and build self-confidence.

Subjects and methods: 300 blind children with mental disorders were taken as the survey subjects. Through the one-year piano teaching, analyze the impact of piano teaching on mentally disabled blind children, including three aspects: self-confidence, learning ability and optimism. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, and 4 means sufficient influence. Statistics of teaching results with Excel software.

Results: Through the analysis of the beneficial effects of piano teaching on the mental development of blind children with mental disorders (shown in Table 1), practical application results can be obtained. In the piano enlightenment teaching, by cultivating the sense of music of the blind children, it can promote the improvement of the blind children's living ability and perception ability. Through the understanding of music and the use of music to express thoughts and feelings, the blind children's optimism can be enhanced, and at the same time, the blind children's learning interest can be effectively improved, and the learning ability can be stimulated to promote the blind children's comprehensive development in both technology and music.

Table 1. The impact of piano teaching on blind children with mental disorders.

Strategy	Self-confidence	Learning ability	Optimistic
Actual effect	4	4	4

Conclusions: In recent years, the country has paid more and more attention to the construction of quality education and developed vigorously, and people's awareness of music education for visually impaired children has been improved. Blind children's keen hearing, dedicated learning attitude, hardworking spirit and good memory are all the unique advantages of blind children in learning piano. These advantages also enable blind children to learn piano and even excel. In the process of piano teaching for blind children, we need to pay more attention to the cultivation of musical sense. It can be done through the teacher's explanation and appreciation of musical works, so that the blind children can think of the content or background of the musical works, or by appreciating different Style music works to improve artistic accomplishment. Therefore, if teachers can provide blind children with more blind scores of different styles, so that blind children can have more exposure to different styles of works, then more blind children will be attracted to learn piano and let them find it in learning piano. Be happy, use music to drive away the darkness and loneliness of the inner world, so that the hearts of these special children are filled with brilliant sunshine. Therefore, the teacher's teaching can effectively improve the piano learning ability of blind children, and on the other hand, it can also relieve the psychological pressure of blind children with mental disorders and improve the quality of life.

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CORRELATION ANALYSIS OF LEARNING BEHAVIOR TRAINING IN IDEOLOGICAL AND POLITICAL COURSES AND COLLEGE STUDENTS' ANXIETY

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Background: Anxiety is the nervousness and fear caused by the disturbance of the autonomic nervous system. The mental and physical development of college students is in the late stage of youth development. Their individual psychological mechanism is not sound, their will control is poor, and various psychological conflicts are intense. It is a period of tension and anxiety full of crises. Studies have shown that among college students receiving psychiatric treatment, the rate of anxiety patients has reached 40%. Anxiety disorder is a kind of mental illness that is easy to produce under the background of great mental stress. It

is very harmful and more common in life. Now college students' anxiety disorder is the most common in society, and many students have anxiety disorders due to various factors. With the rapid development of the social economy, the reform of colleges and universities has also developed rapidly. However, the quality of current college teaching cannot match the quantitative development of college expansion, resulting in current college students who have a strong knowledge level but lack a matching mind. Education and care.

Ideological and political courses are the main way of school moral education. It is the main position of ideological and political education for college students. It is important to help students establish the correct political direction, establish a scientific outlook on the world, life, and values, and form good moral qualities. The guiding role. Therefore, we must give full play to the main channel function of moral education in the teaching of ideological and political courses, change the educational concepts of teachers in ideological and political courses, improve teachers' ability to teach and educate people, correct students' attitudes towards ideological and political courses, standardize student learning behavior, and cultivate students' good behavior. Ideological and political quality, improve the personality of college students. By improving the learning behavior training ability of ideological and political courses, it can effectively alleviate the anxiety of college students, which has great practical significance.

Objective: In recent years, anxiety has become a bad mood often experienced by college students, which affects the healthy growth of students. Anxiety, as an important aspect of measuring mental health, has attracted the attention of many psychologists and educators. The anxiety level of college students is increasing year by year, so the learning behavior training of ideological and political courses plays an important role in alleviating the anxiety of college students.

Subjects and methods: Learning behavior training in ideological and political classes can help college students alleviate anxiety. This article mainly conducts research from six aspects: personal self, social self, ideal self, physical self, social self, and ability self. Junior high schools, high schools, and universities were selected as the research objects, and questionnaires were issued to their students to count the impact of ideological and political learning behavior training on college students in all aspects.

Study design: Using stratified cluster random sampling method, 500 college students were surveyed. Randomly select 1 junior high school, high school, and university. 500 questionnaires were distributed and 473 valid questionnaires were returned.

Methods: Using Excel statistics of ideological and political lesson learning behavior training for college students' anxiety relief

Results: Learning behavior training in ideological and political courses can effectively alleviate the anxiety of college students. Strengthen personal self-awareness and improve social self-awareness. In the process of forming an ideal self, the purpose of exercise is achieved through exercise to show social ability, and ultimately achieve the improvement of ability.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact Individual subjective causes large errors. Take 500 students' evaluation values and take the average. The result is determined by rounding off. The specific statistical table is shown in Table 1.

Table 1. Relief of anxiety in college students.

Factor	Personal self	Social self	Ideal self	Body self	Social self	Ability self
Junior high school	4	3	3	3	3	4
High school	5	5	4	5	4	4
University	5	4	5	4	5	5

Conclusions: In recent years, almost 10% to 30% of college students across the country have psychological barriers of varying degrees. Nowadays, depression has become a common mantra for college students, and anxiety is a common emotional and psychological disorder. Anxiety is not only a common mental symptom, but also an uneasy and worried state of mind when normal healthy people encounter certain tension, irritation or frustration. Learning behavior training through ideological and political courses can allow college students to correctly understand the anxiety situation, and at the same time eliminate anxiety in time, and effectively promote the formation of college students' healthy psychology.

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THE INFLUENCE OF SPORTS GAME TEACHING METHOD ON ANXIETY OF COLLEGE

STUDENTS

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Background: College students are the pillars of the country and have laid a solid foundation for the needs of the country's reserve talents. However, related studies have found that college students are high-risk groups that induce psychological problems. Anxiety is particularly prominent in college students' mental health problems. They are increasingly troubled by anxiety, which directly interferes with college students' learning efficiency, life patterns, and physical and mental health. Therefore, college students' mental health issues are paid more There are few effective improvement measures. Anxiety disorder, also known as anxiety disorder and phobia. In the actual study and life process of college students, due to different psychological burdens, they will continue to worry or fear, worry that they will face a dilemma, and eventually lead to anxious reactions. The treatment of anxiety is mostly limited to clinical medical institutions for individual treatment with drugs as the mainstay. However, the teaching method of sports games can effectively alleviate the anxiety of college students.

The teaching method of sports games can open up students' courage, relax their mood, help promote the development of students' mental health, and relieve anxiety. In the process of physical education, especially some technical items will affect the psychological status of students, making some students more or less have some psychological problems. For example, fear, anxiety, loneliness, disgust, etc., are mainly caused by physical and psychological, physical and academic performance, and bad personality psychology. In view of these psychological and emotional problems, sports games can be used to guide teaching.

Objective: The teaching method of sports games can not only organically combine exercise with labor, life, games, entertainment and other activities, but also can enhance the fun, entertainment, and physical fitness, thereby eliminating bad emotions. Therefore, in order to effectively improve the anxiety of college students, in-depth research on the teaching method of sports games can be used to improve the anxiety of college students.

Subjects and methods: Through research and analysis, it is found that sports games are developed and derived from games. Can effectively promote the physical and mental health of college students. Sports games are an important content of physical education, the most effective and meaningful activity, and one of the best methods of physical education. Based on the four influencing factors of sports games on college students' emotions, this article mainly conducts research from four aspects: learning initiative, personality characteristics, health status, and interpersonal communication. Select elementary school, junior high school, and high school students as the research objects. By issuing questionnaires, statistics on the psychological and emotional conditions of college students after passing the sports game teaching method.

Study design: A total of 1,000 questionnaires were issued, and the questionnaires were required to be completed at one time. The time for each person to fill out the questionnaire was 15-20 minutes. 974 copies were recovered, and the effective number of copies was 957.

Methods: Use Excel to count the emotional relief of college students in the teaching method of sports games.

Results: In the teaching of sports games for college students, it can effectively alleviate the psychological anxiety. Both learning and life have been improved, the initiative of learning has been improved, and the body has been strengthened through physical exercise and the scope of interpersonal communication has been expanded.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact. The individual subjectively causes a large error. The method of rounding the result is determined. The specific statistical table obtained is shown in Table 1.

Table 1. The situation of college students in the teaching method of sports games.

Factor	Learning initiative	Personality traits	Health status	Interpersonal communication
Primary school	4	3	4	3
Junior high school	3	4	3	4
High school	3	3	4	3

Conclusions: Sports games are one of the earliest cultural activities formed with the birth of mankind, the source of sports culture, the birthplace of human games, and one of the earliest ways for people to pass on the survival experience. In the long process of human development, people have nurtured it with hard

work, sweat, wisdom and emotion, making it a comprehensive sports activity for people's exercise and fitness today, which is deeply loved and welcomed by people. The more developed countries in today's society pay more attention to sports teaching, because it integrates sports, competitions, music, dance, communication, innovation and other activities. Today we apply the game teaching method to the mental health development of college students, which is actually the need of modern education. The teaching method of sports games can improve students' participation and mutual assistance, and cultivate students' team consciousness and spirit of cooperation. The entertaining and interesting nature of sports games allows students to exercise in a relaxed state of mind, promotes their mental and physical healthy development, and effectively relieves anxiety.

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HUMAN RESOURCE MANAGEMENT ON THE PSYCHOLOGICAL ANXIETY OF WORKPLACE EMPLOYEES FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: With the development of modern productivity, science and technology have become more and more advanced, the division of labor has become more and more refined, the level of specialization has become higher and higher, and the degree of organization has become increasingly complex. Under such circumstances, it is more and more important for human resources to relieve the psychological anxiety of employees in the workplace through various means. By mobilizing people's enthusiasm, coordinating activities among members of the organization, in order to successfully achieve the expected goals of the organization. Therefore, in the process of modern business management, human resources are increasingly using the knowledge and theories of social psychology to research and analyze the psychology of employees in the workplace.

With the rapid development of science and technology in modern society, the personal factor is particularly prominent. How to alleviate the psychological anxiety of employees in the workplace has become the most important issue that countries all over the world must consider in competition. How to improve the quality of workers is also a necessary research topic for human resource development, and it has also become one of the major topics facing psychological science and management science research. In addition, the rapid progress of science and technology and social changes have made psychological anxiety more frequent. This requires us to carry out research on human resource management psychology from a new perspective. The emergence of positive psychology provides an important tool for human resources to alleviate the psychological anxiety of employees in the workplace. By applying the principles of positive psychology to human resource management, it can effectively alleviate the psychological anxiety of employees in the workplace.

Objective: In the normal operation of an enterprise, scientific and effective management of the staff within the enterprise is required to ensure that the enterprise always maintains a positive vitality. In the management of human resources, methods are diverse and multiple. Enterprises should formulate characteristic management policies based on the actual situation of their own development. With the development of market economy, social psychology is widely used in talent management, and it plays an irreplaceable role.

Subjects and methods: When companies conduct work and interpersonal skills assessments on employees, they find that employees who receive positive psychological hints will be more proactive and proactive in their work performance, alleviating their anxiety, and at the same time improving their own capabilities. It can be seen that, in the process of human resource management of enterprises, it is necessary to pay attention to the use of social psychology, especially the part of positive psychology. Positive psychology plays a vital role in the development and management of corporate human resources. Based on the four influencing factors of positive psychology on employees' work, this article mainly conducts research from four aspects of positive psychology, work mood, personality characteristics, health status, and work experience. Six large, medium, and small companies are selected as the research objects, and

questionnaires are issued to their employees to collect statistics on their work efficiency and psychological emotions under different positive mental states.

Study design: A questionnaire was issued to a total of 600 employees in six companies, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 20-25 minutes. A total of 600 copies were issued, 574 copies were recovered, and the effective number of copies was 563.

Methods: Use Excel to calculate the emotional relief of employees in different positive mental states.

Results: Employees with different positive attitudes will effectively alleviate psychological anxiety. In terms of human resource management, the more positive psychological construction of employees, the greater the effectiveness. Employees' positive work emotions, experience, personal health and personality all have a decisive effect on personal psychological emotions.

In the survey results, five levels from 0 to 4 are used to quantify the impact value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 600 employees' evaluation values and take the average, and the results are determined by rounding off. The specific statistics table obtained is shown in Table 1.

Table 1. The influence of different positive mental states of employees on psychological emotions.

Factor	Work enthusiasm	Personality traits	Health status	Work experience
Large enterprise	3	4	3	4
Medium-sized enterprise	4	3	3	3
Small companies	4	3	4	4

Conclusions: In the process of industrialization and modernization, the role of people is becoming more and more significant. Therefore, how to know a person and how to maximize a person's ability is a question that managers must constantly think about. Human-centered and highly applied social psychology research provides managers with optimal management of employees, eases employees' psychological anxiety, and provides extensive and scientific theoretical support for enterprise development. Therefore, human resource management should fully realize the importance of social psychology to alleviate the psychological anxiety of employees in the workplace, and continue to maintain and innovate human resource management based on the actual psychological state of employees.

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DESIGN OF A DATA QUANTIFICATION SYSTEM FOR TYPICAL CHARACTERISTICS OF ADOLESCENTS' ANXIETY BASED ON CLOUD COMPUTING PLATFORM

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Background: The mental health of adolescents has always been highly concerned by people from all walks of life. The World Health Organization has predicted that by 2020 the number of children and adolescents suffering from psychological problems will increase by 50%, becoming the leading cause of illness, disability and death in children and adolescents. One of five reasons. Current research has shown that the current state of the mental health of adolescents in China in recent years is not optimistic. Data shows that at least 30 million children and adolescents are plagued by mental illness, and some adolescents have even lost their lives as a result. At the same time, the number of adolescents seeking medical care due to mental and psychological diseases (including emotional disorders and behavioral problems) has also increased year by year. This aspect reflects the rapid development of China's mental health medicine and the public's attention to mental health. But on the other hand, it also reflects that the mental health of Chinese teenagers is worrying. Junior high school and high school students are in a critical period of adolescent development. On the one hand, they are in adolescence, with greater emotional fluctuations, and are facing major changes from the rapid development of physiology and psychology. On the other hand, they face various pressures that lead to their Mental health is extremely vulnerable. Therefore, it is necessary to design a quantitative system for typical characteristics of adolescent anxiety.

Objective: The cloud computing platform uses virtual clusters built by virtualization technology to dynamically organize computing resources with typical characteristics, flexibly construct computing environments that meet different application requirements, improve the efficiency of computing resources, and effectively achieve high-performance data quantification. Therefore, a cloud computing platform can be used to quantify the typical characteristics of adolescents' anxiety.

Subjects and methods: Through the quantitative analysis of typical characteristics of adolescents' anxiety, specific influencing factors are obtained. This article mainly conducts research from three aspects: school atmosphere, family environment, and personal behavior. Selecting junior high school and high school students as the research objects, by issuing questionnaires, statistics of typical characteristics that affect adolescents' anxiety psychology.

Study design: A total of 1,000 questionnaires were issued, and the questionnaires were required to be completed at one time. The time for each person to fill out the questionnaire was 15-20 minutes. 967 copies were recovered and the effective number of copies was 932.

Methods: Use Excel to count the typical characteristics of young people's anxiety.

Results: The cloud computing platform is used to calculate the typical characteristic data that affect the anxiety of adolescents, and the data is quantified. The school atmosphere and family environment have a greater influence on the anxiety of adolescents. A good school atmosphere and family environment can effectively alleviate the anxiety of adolescents. At the same time, personal behavior also has a small impact on anxiety.

In the survey results, five levels from 0 to 4 are used to quantify the impact value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact. The individual subjectively causes a large error. The method of rounding the result is determined. The specific statistical table obtained is shown in Table 1.

Table 1. Typical characteristics of adolescent anxiety.

Factor	School atmosphere	Family environment	Personal behavior
Junior high school	4	4	3
High school	4	4	3

Conclusions: Adolescents with anxiety disorders mostly show mild anxiety, which is less difficult to treat, but they are prone to repetition, which seriously damages the physical and mental health of adolescents with anxiety, and affects their academic achievements, social skills, and social development. Relevant studies have pointed out that timely psychological intervention and health education for adolescents with mild anxiety disorder can effectively reduce their anxiety and depression, maintain a healthy and optimistic positive attitude, and help improve their quality of life, and prevent their daily life from being affected by the aggravation of the disease. Too many adverse effects of learning. Anxiety is a common mental disorder in adolescence. Usually, adolescents suffering from anxiety have a very common social function impairment, and the probability of suicide is also very high. In addition to drug therapy, the current methods of treating adolescents' anxiety include psychoanalytic therapy, cognitive behavioral therapy, family therapy, and group therapy. The quantification of typical characteristics data of adolescents' anxiety through cloud computing platform can effectively help adolescents to reduce anxiety and improve their social skills, which is conducive to improving the anxiety of adolescents.

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INFLUENCE OF SPORTS BASKETBALL ON THE PSYCHOTIC FACTORS OF COLLEGE STUDENTS

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Background: With the rapid development of society, competition has become increasingly fierce, and interpersonal relationships have become more and more complex. The important carrier of college students' knowledge of school education is also the main stage before people enter society. Since I started to live and

study alone. College students in adolescence have to deal with not only the psychological problems brought about by physiological changes, but also the psychological contradictions caused by changes in the social environment. They are often in a complex psychological contradiction, and they will inevitably encounter a variety of psychological problems. A series of mental health problems. According to a survey by psychologists, about 46% of college students have psychological problems such as anxiety, terror and depression. The reform of China's education system and the fierce social competition have gradually increased the psychological pressure of college students, and the psychological problems have also increased. This has affected the quality of talent training in Chinese universities.

Under the guidance of the ideology of "health first", with the deepening of the understanding of sports functions, people began to pay attention to the impact of physical exercise on mental health. Because basketball has the characteristics of group, competition, hardship, entertainment, release, and explicitness, it can be regarded as a microcosm of social activities, or it can be said that social activities are simulated and gamified, immersed in basketball. You will feel rich and changeable stimuli, and you will also experience mental ordeals and psychological conflicts that are almost the same as social activities. Therefore, basketball has an unparalleled advantage in cultivating college students' good mental health.

Objective: At the age of college students, there is a relatively lagging situation in physical and psychological development. College students are the hope for the future of the country and the potential driving force for the sustainable development of society. A healthy psychology is the basis for their study and life, and determines the progress and development of mankind. Therefore, taking active and effective measures to improve the physical quality and psychological development of college students and analyzing the influencing factors of mental illness factors of college students is not only of great significance, but also an urgent task faced by colleges and universities.

Subjects and methods: Through research and analysis, it is found that sports basketball not only makes people enjoy the senses, but also helps to cultivate the tenacious struggle of college students, the active spirit of unity and cooperation, the sense of creativity and the highly cohesive sense of collective honor, and basketball. The level of competition has a good educational effect on cultivating college students' good competitive consciousness and excellent psychological quality. This article mainly conducts research from three aspects: growth and development, mental health, and personality development. Select elementary school, junior high school, and high school students as the research objects. By issuing questionnaires, statistics of college students' use of sports basketball to relieve their psychological emotions and psychiatric factors.

Study design: A total of 600 questionnaires were issued, and the questionnaires were required to be completed at one time, and the time for each person to fill out the questionnaire was 25-30 minutes. 567 copies were recovered and the effective number of copies was 524.

Methods: Use Excel to count the emotional relief of college students in sports basketball.

Results: In sports basketball, college students can effectively alleviate psychological anxiety and reduce the appearance of psychotic factors. It can promote the growth and development of college students, while effectively eliminating negative psychology and promoting individualized development.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact. The individual subjectively causes a large error. The method of rounding the result is determined. The specific statistical table obtained is shown in Table 1.

Table 1. The situation of college students in basketball.

Factor	Growth and development	Mental health	Personality development
Primary school	4	4	3
Junior high school	4	3	3
High school	3	4	4

Conclusions: In the new era of education, basketball teaching has become increasingly prominent in college teaching activities. As a high school sports basketball teacher, you need to take into account the psychological characteristics of college students, and at the same time start from the actual teaching work, update teaching methods and teaching concepts, and innovate basketball teaching methods. In addition, effective sports basketball teaching can increase the enthusiasm of college students to participate in sports, so that they can fully feel the spirit of fairness, justice, unity and enterprising in the process of participating in sports competitions, thereby promoting the development of all aspects of their comprehensive quality. Lay a solid foundation for future learning, and become the talent of the motherland.

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COLLEGE COUNSELORS' IDEOLOGICAL EDUCATION TO CURE COLLEGE STUDENTS' PSYCHOLOGICAL DEPRESSION ABILITY UNDER THE SITUATION OF "GREAT IDEOLOGICAL POLICY"

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Background: Psychological explanation for stress is a state of physical and mental stress caused by the imbalance between individual and environment. Stress is also known as psychological stress. College students enter the university campus, it is a preparatory period for them to enter the society, from this period they have to deal with various matters independently, so it is inevitable for college students to bear pressure during their study. The vast majority of college students are under great psychological pressure. Generally speaking, college students mainly face the psychological pressure of study, employment, socialization, life, economy and so on. These pressures will have a profound impact on their psychology, physiology and behavior. The mental health of college students is related to the normal development of the transition from college students to the society and the future of the society as well. But the psychological depression is one kind of universal emotional state, it is fluctuating between individual's normal emotion and the morbid emotion continuously. Psychological depression has been defined as an individual emotional state, and it has a unique pattern as a recognizable clinical disease. Symptoms of depression often include restlessness, irregular eating and sleeping patterns, lack of interest and fun, listlessness, hopelessness, guilt, and often even thoughts of death. Therefore, the treatment of college students' psychological depression is an important problem to be solved urgently.

Objective: Establishing the pattern of thought and politics is the key measure to promote the education and teaching reform of "situation and policy". Therefore, it is necessary to explore the effect of ideological and political education on college students' psychological depression. Through the study of ideological and political education on college students' psychological depression, we can understand the effect of ideological and political education on psychological depression so as to provide a positive treatment for college students' psychological depression.

Subjects and methods: The 80 undergraduate depression patients included in this study were all the undergraduate depression patients in the form of public recruitment, aged 18-21, with an average age of 19.6. Two groups were randomly divided into two groups, 40 cases in the observation group, the mean age (19.6±1.2). The mean age of 40 cases in the control group was 19.5±1.3 years. There was no significant difference in general data ($P > 0.05$) between the two groups, which had comparable value.

Study design: In view of the different degree of depressive symptom which the patient accompanies, in the observation group the university instructor adopts has the pointed thought education. For example, we can organize ideological education activities to improve psychological quality, understand patients' preferences at ordinary times, and further adopt the "1 to 1" psychological quality education and counseling mode to alleviate psychological fatigue and achieve the effect of eliminating depression for a period of three months. The control group did not receive special education within 3 months, only general education mode.

Methods: According to the Depression Self-Rating Scale (SDS), the depression symptoms of the two groups were scored before and after receiving ideological and political education; the lower the score, the more significant the improvement of depression symptoms. SPSS 21.0 statistical software was used for data processing, and x±s was used as measurement data. t test was used for comparison between the two groups. Percentage was used to indicate the statistical difference between the two groups, and $P < 0.05$ was statistically significant.

Results: There was no significant difference ($P > 0.05$) between the observation group and the control group before and after 3 months of ideological and political education, the SDS score of the observation group was significantly lower than that of the control group, and the difference between the two groups was statistically significant ($P < 0.05$). The results were as shown in Table 1.

Table 1. Statistical results of SDS scores of two groups of patients before and after the experiment.

Groups	Before experiment	After the experiment
Observation group	45.64±3.1	14.15±3.7
Control group	46.57±2.8	34.61±2.4
t	1.352	10.267
P	>0.05	<0.05

Conclusions: Psychological depression of college students refers to the emotional fluctuation and physiological changes of an individual when he is strongly influenced by the internal and external environment or hit by an unexpected event. If the influence or blow he is subjected to lasts too long, he will feel anxiety and tension, pain and anger, and even suffer from uncontrollable pain, mental breakdown and depression, which will gradually accumulate into anxiety syndrome or other psychological diseases. There was a significant positive correlation between stress and depression. If we can't control and deal with the common stress in life properly, it may lead to negative emotions such as depression, and even hinder the normal development of personality and behavior. Therefore, this paper puts forward that college counselors should carry out ideological education to college students with depression in order to improve their psychological quality. To promote the formation of personality, to take a positive way to deal with life and confront stress, can be more active to adapt to the university environment, can greatly improve the mental health of college students, and provide a new reference direction for promoting the good development of college students' psychological quality.

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THE IMPACT OF INTERNATIONAL CHINESE LANGUAGE EDUCATION ON COLLEGE STUDENTS' ANXIETY IN THE CONTEXT OF CULTURAL MARKET

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Background: The major of Chinese International Education is a special major of Chinese teaching designed to adapt to the strategy of Chinese international promotion and increasingly frequent international exchanges for non-native speakers of Chinese. The major of Chinese International Education is mainly for domestic and foreign cultural education, enterprises, foreign tourism and international economic and trade institutions, to cultivate proficient Chinese as a second language teaching skills and a solid foundation of Chinese international education language and culture, and strong Chinese-foreign language communication Ability, applied, compound, and international professionals who can engage in Chinese education, cultural management, press and publishing, foreign language translation, and related work related to cultural exchanges between China and foreign countries. Undergraduates majoring in International Chinese Language Education are a special class of learners. They are required to have a high level of Chinese language skills as well as solid knowledge of Chinese language and culture and teaching skills. Curriculum learning requires high Chinese proficiency and professional knowledge and skills, and it is also prone to anxiety. Anxiety refers to the emotional state of anxiety and fear formed by the individual due to the threat of inability to achieve the goal or the inability to overcome obstacles, frustrating their self-esteem and self-confidence, or increasing the sense of failure and guilt. For many foreign language learners, whether they can successfully master and use a foreign language, and then achieve the goal of using foreign language to achieve communication, is not just a question that is restricted by the foreign language teaching situation, it is also related to the psychological factors of foreign language learners. Among them, language anxiety is one of the main emotional variables that restrict foreign language learning.

Objective: In recent years, the internationalization trend of Chinese learning under the background of the cultural market has become more and more obvious. From the perspective of the evolution of international language learning trends, Chinese learning anxiety deserves more attention from researchers. For this reason, the influence of international Chinese education on the anxiety of college students under the background of the cultural market is studied, and the metacognitive education methods of international Chinese education under the background of the cultural market are proposed, which can provide a certain reference for reducing the learning anxiety of college students in this major.

Subjects and methods: A total of 400 questionnaires were issued and 375 valid questionnaires were

returned. The effective response rate was 93.75%. Among them, there are 205 boys and 195 girls, ranging in age from 17 to 24 years old (18.17±1.21); including 236 first-year students and 164 second-year students. Randomly divide 400 students into an experimental group and a control group. The experimental group undergoes normal teaching for 3 months, with a total of 198 students. The control group conducts international Chinese education methods combined with metacognitive strategies under the background of the cultural market. There are 202 people in total, and the time is controlled for 3 months.

Study design: The self-made foreign language classroom anxiety scale and Burgoon's lack of communication willingness scale were used as the questionnaire test. There are 33 questions in the foreign language classroom anxiety scale, and the internal consistency coefficient is 0.921. The scale is evaluated according to a 5-level scoring method, from "very inconsistent" to "very consistent", and select the corresponding options to score 1 to 5 points in turn. The statistical results are based on the higher the score, the stronger the foreign language anxiety.

Methods: The test is conducted in a group, and the trained examiner will issue the scale and explain the precautions for filling in the scale. After the participant has completed the answer, the examiner will collect the scale on the spot. After recovery, SPSS17.0 statistical software was used for data analysis and processing.

Results: The anxiety of the experimental group and the control group were compared, and the results are shown in Table 1.

Table 1. Comparison of anxiety between the two groups before and after the experiment.

Group	Before and after the experiment	Psychological anxiety score
Experimental group	Before the experiment	4.53
	After the experiment	4.59
Control group	Before the experiment	4.65
	After the experiment	2.81

The anxiety of the students in the experimental group changed significantly before and after the experiment. It was found that after the experiment, the control group used the metacognitive method to teach the students in the group, which can effectively alleviate the psychological anxiety of the students in the group.

Conclusions: Knowing the distribution characteristics of students' anxiety in international Chinese education, we can analyze their learning psychology, so as to design teaching strategies to reduce anxiety and improve teaching effects. The general principle is to try to alleviate the anxiety of college students in areas with strong anxiety; while in areas with weak anxiety, actively create some learning opportunities. The first is to help students build the confidence to learn Chinese well. Students' lack of self-confidence is undoubtedly a major obstacle to teaching. In order to alleviate the anxiety of students in this regard, teachers should start from the following two points: First, try to let students know that every student has the same anxiety, and they also lack self-confidence in themselves, and think that others are stronger than themselves. This anxiety It is not only he himself that needs to face the problem; the second is that teachers should consciously and often encourage students' performance and progress without exaggeration, and show students that the teacher is satisfied or even appreciates his ability to learn Chinese, so as to enhance Its confidence. At the same time, we should create more opportunities to combine teaching and language practice, so that students can communicate in Chinese more. In the classroom, teachers should be good at designing scenarios, divide students into groups of three or four to practice Chinese, and increase the opportunities for students to practice Chinese.

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THE MECHANISM OF THE ROLE OF CORPORATE LEADERSHIP MODELS ON EMPLOYEES' PSYCHOLOGICAL ANXIETY AND ANTI-PRODUCTIVE BEHAVIORS FROM A THREE-DIMENSIONAL PERSPECTIVE

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Background: Because the business environment is changeable and difficult to control, companies can only gain monopoly status through continuous innovation, while Chinese companies as a whole are seriously

inadequate in independent innovation capabilities. In most manufacturing industries, core technologies and key equipment are basically dependent on foreign countries. The danger of hollowing out industrial technology. The recognition of the employee's innovative role is an important factor influencing the occurrence of employee's innovative behavior. At the same time, the role recognition of employees needs to receive beneficial positive feedback in order to be strengthened and to ensure the orderly operation of the enterprise. To improve the competitiveness of organizations, managers must pay attention to the psychological and behavioral results of employees. When employees are treated unfairly in the organization and are dissatisfied with the organization, the behavior that deliberately damages the legitimate rights and interests of the organization and stakeholders is called anti-productive work behavior. The interaction between leaders and employees in an organization is the main link that generates emotions or emotional events. Under the influence of the hierarchical system and traditional concepts, the corporate leadership model is a dualistic concept. Poor application may lead to deterioration of the relationship between superiors and subordinates, which can easily lead to anti-productive work behaviors.

Anti-production behavior is a common passive off-role behavior that is deliberately implemented by employees and causes or has potential harm to the legitimate rights and interests of their organization or stakeholders. Anti-production behaviors have three typical characteristics: first, these behaviors are intentional, not accidental; second, these behaviors violate the important management rules of the organization; third, these behaviors are harmful, some are directed to the organization, and some Points to employees.

Objective: Individual behavior is affected by the dual factors of external driving factors and internal psychological processes. The innovation of organization members is also affected by organizational factors and internal psychological factors of employees. Organization members are driven by organizational factors, and they can do something and achieve something by exerting their subjective initiative. Not for. Therefore, it is possible to reduce employee psychological anxiety and improve work efficiency by analyzing the corporate leadership model from a three-dimensional perspective.

Subjects and methods: The influencing factors of counterproductive behavior are divided into two categories: individual factors and situational factors. Based on the four influencing factors of anti-productive behaviors on employees' work, this article mainly conducts research from four aspects: sense of responsibility, emotional stability, honesty, and self-control under anti-productive behaviors. Six large, medium and small enterprises are selected as the research objects, and questionnaires are issued to their employees to collect statistics on their different psychological and emotional situations.

Study design: A questionnaire was issued to a total of 600 employees in six companies, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 20-25 minutes. A total of 600 copies were issued, 589 copies were recovered, and the effective number of copies was 571.

Methods: Use Excel to calculate the emotional relief of employees.

Results: The stronger the sense of responsibility of employees, the more they love their work and reduce the occurrence of anti-productive behaviors. Emotional stability can enhance the cohesion of the company. The stronger the employee's honesty and self-control effect, the lower the probability of their own anti-productive behavior. Through different behaviors, the psychological anxiety of employees can be effectively alleviated.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 600 employees' evaluation values and average them, and the results are determined by rounding off. The specific statistical table is shown in Table 1.

Table 1. Influencing factors of employees' anti-production behavior.

Factor	Sense of responsibility	Emotional stability	Honesty	Self-control
Large enterprise	4	4	3	4
Medium-sized enterprise	3	3	3	4
Small companies	3	4	4	3

Conclusions: Economic globalization and the development of the Internet make companies face increasing challenges. Leaders must strengthen close cooperation with internal and external stakeholders for the sustainable development of enterprises. In the work process, strengthen the close cooperation between responsible leaders and employees to reduce employees' anti-productive behaviors. Therefore, by establishing stakeholder-oriented values among employees, adhering to the principle of fairness and justice in the way of dealing with things, and strengthening care for employees in daily work and life, leaders can

subtly influence employees' behavior and reduce their own violations. Behavior, build a good partnership with team members, and actively promote the improvement of corporate performance.

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TRY TO ANALYZE THE INFLUENCE OF MUSIC PERFORMER'S PSYCHOLOGY ON MUSIC PERFORMANCE

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Background: If a music performer wants to bring a perfect performance to the audience, it is not enough to rely solely on his own musical works, performance ability and stage performance. Good psychological quality also has a very important influence on the effect of music performance. The cultivation of psychological quality is a continuous process that requires accumulation of years of performance experience. The so-called dynamic psychology of the performer refers to the psychological reaction and the process of psychological changes of the musical performer during the performance. This psychological change is a dynamic process, based on the performer's personal physical response, based on the strength of the music and the stage environment. As a condition, it is a dynamic transformation formed by a variety of factors. The improvement of performers' dynamic psychological quality can not only enhance performance effects and enhance performance appeal, but also promote music performers' absorption and understanding of music, expand performers' play space, and enhance performers' artistic realm. In musical activities, the mental state of the performer is directly related to the effect of the entire musical performance. Therefore, in the process of musical performance, performers or performers need to have the ability to fully understand and appreciate the connotation of music, and have good musical psychological quality and stage expressiveness, so that they can show their performance and professional skills and interpret the artistic work. Features and styles enable the audience to better understand and appreciate music works, so as to achieve the purpose of perfect music performance.

Objective: Music performance is the use of performers' singing or instrumental performance in music activities, so that artistic works can bring the public's emotional and artistic musical experience through the form of performance. In the performance process, the performer's psychological factors will affect the performance of the whole performance. Therefore, try to analyze the influence of the music performer's psychology on the music performance in order to improve the performance of the music.

Study design: Using stratified cluster random sampling method, 500 music performers were surveyed. The study of the psychology of music performers can effectively improve the performance of music through true investment, rich imagination and musical sense. 500 questionnaires on mental health status were distributed, and 477 valid questionnaires were returned.

Methods: Use Excel to count the influence of music performers' mental state on music performance.

Results: Whether it is a musical performance or a comedy performance, it is necessary for the performer to integrate his own true emotions with the works of art. Performers must fully understand the inner emotions of the works of art, analyze and experience the differences in emotional expression in detail, so as to better improve the performance level. Give full play to the rich imagination, fully appreciate the artistic conception and emotion of the musical works, and make the performances of the musical works vivid and contagious. Performers continue to improve their own performance level and the aesthetic sense of music, so that they can perceive the beauty of music in their hearing, and constantly strive to learn and improve in their musical intuition to improve the level of music performance.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact Individual subjective causes large errors. Take 500 music performers' ratings and average them, and the results are rounded off to determine the results. The specific statistical table is shown in Table 1.

Table 1. The influence of the mental state of music performers on music performance.

Factor	True devotion	Rich imagination	One's own music
Music performer	5	3	4

Conclusions: The psychology of music performance should be attributed to psychology. The psychological quality of the performer or performer is the basis of music performance. The mental state of performers or performers in musical performances is a subjective reflection of their brains, as well as human mental activities, which are of great significance to musical performances. Music performance mainly relies on the mental performance and spiritual connotation of the performer or the performer to transform the image of the artistic work. The feeling, memory, imagination, creation and emotional expression in the music performance center all require the performer or performer to strengthen his own music profession. Skills, accumulate performance experience, continuously improve performance confidence and on-the-spot adaptability in music performance, maintain a good psychological state of music performance, and make music performance go smoothly. In music performances, the performer's mental health issues are directly related to the effect and quality of the music performance. To successfully interpret the connotation of artistic works in music performances and meet people's needs for music experience, performers must control and adjust Self-performing psychology, and constantly improve one's professional quality and self-confidence in performance. Performers can train and cultivate the ability to control psychological fluctuations through practical activities, and continuously improve the performance level and the performance of musical works.

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INFLUENCE OF LITERARY, FILM AND TELEVISION WORKS ON ALLEVIATING COLLEGE STUDENTS' ANXIETY DISORDER UNDER THE BACKGROUND OF NEW MEDIA

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Background: With the development of modern information technology, many new media interaction platforms have appeared in the market. The existence of new media is profoundly affecting and changing the thinking mode, lifestyle and behavior of college students, and the social mentality is also changing in a subtle way. And the rhythm of modern life Soon, the social anxiety of college students is an inevitable problem in the development process, and it should be given sufficient attention and treatment. According to the actual situation of college students, analyze the causes of their social anxiety and find the source of the cause before they can be effectively dealt with. Explore the deep causes of college students' social anxiety and take feasible measures. Ways to alleviate, help to reduce social anxiety, and promote social harmony and stability. And social anxiety is a common mental illness in modern university students. Due to the psychological anxiety, tension, fear and other emotions generated by individuals in the social environment, it often triggers some unpredictable mental illnesses. Among them, psychological anxiety is more common. Therefore, it is not uncommon for college students to suffer from social anxiety disorder in social cognitive behavior. This mental illness will cause serious damage to the students' social and interpersonal communication skills. Based on this, it is necessary to make specific analysis, explore the reasons, and make a rational voice to promote the active guidance of social anxiety and avoid social panic.

Objective: With the development of science and technology, traditional pressure has more diverse and real expressions in the new media environment. Many college students are unable to calmly deal with the pressures of study, economy, communication, love, etc., passively avoid them, and cannot explore their own initiative to solve problems, which in turn brings negative emotions such as complaints, anxiety, fear of difficulties, and seriously affects their physical and mental health. At the same time, new media technology provides new opportunities and ways to cultivate the ability of college students to resist stress. For literary and artistic film and television works, through the powerful communication power of new media, the positive and positive content of film and television plays a good role in guiding the thinking and values of college students. However, everything is one and two sides. The unevenness of good and bad in film and television plays has a negative impact on college students who are still in the immature stage. This research seeks to explore the impact of literary and artistic film and television works in the new media environment on alleviating the anxiety of college students, and feedback the anxiety of the students through the ability of college students to resist stress in the new media environment.

Subjects and methods: Questionnaires were issued to college students from many universities. The experimental subjects were selected in two ways: (1) Assessing college students who voluntarily visit for mental health consultation; (2) Open recruitment, recruiting college students with anxiety symptoms anonymously. Through these two methods, 60 college students suffering from anxiety disorders were

selected from February 2019 to May 2020, including 22 males and 38 females. Firstly, the time spent on new media used by college students is surveyed. Secondly, the criteria for judging anxiety are as follows: (1) Two anxiety scores were performed on the participants, of which the anxiety self-rating scale ≥50 points, the Hamilton anxiety scale score ≥15 points, comprehensive SAS and HAMA assessment, those who do not need to use anti-anxiety or antidepressant drugs; (2) evaluate the participants' cognitive function, language ability and communication skills, confirm that the participants can complete the cognitive behavioral therapy; (3) I voluntarily participate in the project research, Those who have signed an informed consent form; (4) Perform routine physical examinations (blood routine, urine routine, liver function, chest X-ray) for participating college students to ensure that the participants are healthy and there is no obvious organic disease in the heart, lung, liver, kidney and other important organs; (5) Have not used any anti-anxiety or antidepressant drugs in the past six months, and have never participated in other psychotherapy; (6) Family has no history of epilepsy, depression, or other major mental illness; (7) No major mental shock in the past year, such as relatives, The death of a friend, etc. The results obtained using SPSS 15.0 statistical data questionnaire.

Results: Table 1 shows the results of the survey of college students' use of new media time. In this experimental study, 60 college students with anxiety were treated with video therapy under the background of new media for 72 h, and then the anxiety self-scale test was performed on all the subjects again. The results showed that 32 of the 42 mildly anxious patients were normal, and the remaining 10 were still mildly anxious but the SAS test scores had declined. Among the 18 moderately anxious people, 11 are already in normal mood, and the remaining 7 have all been reduced to mild anxiety. Therefore, a total of 60 students were psychologically counseled in this film and television therapy, of which 43 were in normal mood, and the remaining 17 were significantly relieved of anxiety, and the effective rate of returning to normal mood reached 71.67%.

Table 1. Daily time of college students using new media.

Time	<1 h	1 h-3 h	3 h-5 h	5 h-8 h	>8 h
Proportion/%	10.7	45.2	25.5	14.5	4.1

Conclusions: As one of the ways in which college students' leisure entertainment, the film and television play an irreplaceable role, but with the development of new media, film and television play content, the form has a rapid development and change, the form of transmission is in constant innovation, however its influence on college students also wavering between the positive and negative, shape group is in the midst of the values of college students, need more melody and positive The guidance of energy information. The society should advocate more realistic and positive thinking films and TV plays to promote to college students, solve the cognitive problems of college students, correct the wrong value orientation, establish more interaction with college students through new media, and provide more platforms for students to practice professional knowledge and improve their personal quality. At the same time, the management of movies and TV plays in traditional media should be gradually extended to new media as far as possible, especially the management of the network environment should be further strengthened to create a good environment for watching movies and TV plays, which can not only purify the market environment of movies and TV plays, but also help promote the comprehensive and healthy development of college students.

Since the number of samples included in this study is relatively small, it is still necessary to further expand the sample size to evaluate and improve the effect of video therapy. In summary, the film and television therapy of literary, film and television works in the context of new media can significantly improve the anxiety behavior of college students and reduce the degree of anxiety, which is of positive significance for mental health education and mental illness intervention in colleges and universities.

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INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON ALLEVIATING COLLEGE STUDENTS' ANXIETY DISORDER

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Background: University stage is an important period for students to learn and deepen all kinds of basic theoretical knowledge, but also an important stage for students to develop basic ideas and values. In the new era, due to the influence of multiculturalism and the accumulation of various social problems, some college students have mental health problems, which should be paid attention to. At present, the health status of college students is worrying. Their unhealthy psychological state affects their development of potential and harms their physical and mental health. Anxiety caused by study tension; Inferiority complex caused by higher vocational colleges; Anxiety caused by communication difficulties; Panic caused by the pressure of choosing a career; Depression caused by emotional frustration. The causes of college students' psychological problems include family factors, school factors and social environment, as well as college students' own reasons. The family, the society, the school should care about university student's mental health. Studying the influencing factors of mental disorders □namely, mental diseases) and probing into the comprehensive prevention and control measures are the prerequisites for ensuring the smooth completion of their studies, and are more related to the improvement of social and cultural qualities. In the teaching practice, we should combine ideological and political education with college students' healthy psychological education organically, and innovate the educational path and mode actively according to the characteristics of the times, so as to better cultivate students' healthy psychological state and realize the goal of cultivating talents in college students' education.

Objective: With the continuous development of economic and social changes and the reform of higher education system, the ideological burden of college students is becoming increasingly heavy. College students are facing many problems, such as breaking away from their parents, establishing new interpersonal relationship, adapting to the new environment, etc. Good mental health is the basic guarantee for them to become useful talents with both ability and integrity. Therefore, how to help them solve these problems, cultivate healthy mental state and personality is one of the important tasks of college education. It is an urgent task for ideological and political education in universities to combine ideological and political education with college students' healthy psychological education and to explore its innovative path.

Subjects and methods: Select a higher vocational college of 300 students, students are voluntary participation. A psychological counseling room shall be set up within the higher vocational college, and 300 students of the higher vocational college shall be allowed to enter the psychological counseling room in an anonymous form for filling in the psychological questionnaire (Anxiety Self-Rating Scale, SAS), and the time for filling in the questionnaire shall be controlled within 30 minutes. A total of 65 students were found to have moderate anxiety disorder and 34 of them had severe anxiety disorder by analyzing their anxiety state.

Study design: Further, students with moderate and severe anxiety disorders were randomly divided into experimental group and observation group. The experimental group included 35 moderate anxiety patients and 16 severe anxiety patients. Participants included 30 patients with moderate anxiety and 18 patients with severe anxiety. Among them, the experimental group to carry out ideological and political education, especially to cultivate students' psychological quality, to build students' correct values and outlook on life; The observation group is only normal teaching, not ideological and political education. The experiment lasted 90 days. After 90 days, 99 students were asked to fill out the questionnaire again to record the changes of their psychological states before and after the experiment.

Methods: SPSS17.0 and Excel were used to make statistics before and after the experiment. Before and after the experiment, the experimental group and the observation group students' anxiety changes.

Results: Before and after the contrast experiment, the experimental group and the observation group's student anxious mood difference, obtains the score average experimental result as shown in Table 1.

Table 1. Comparison of anxiety between the two groups before and after experiment.

Groups	Before and after the experiment	Psychological anxiety score
Experimental group	Before experiment	44.62
	After the experiment	18.59
Observation group	Before experiment	49.31
	After the experiment	37.96

The higher the score of psychological anxiety was, the more serious the anxiety was. It was found that there was little difference between the experimental group and the observation group before the experiment. But after the experiment, the psychological anxiety scores of the experimental group decreased significantly, compared with the pre-experiment scores and the post-experiment scores of the observation group, there is a significant difference; There was no significant difference in the scores of psychological anxieties before and after the experiment in the observation group. Although the students' psychological anxiety was alleviated to some extent, they were still in moderate anxiety. After the experiment, the

students in the experimental group had moderate or severe anxiety turned into mild anxiety, which proved that the ideological and political education has a certain role in alleviating anxiety.

Conclusions: Mental health education is the important foundation of ideological and political education. If students cannot solve the psychological problems effectively, it will have a negative impact on the value orientation and moral concept of students, which is not conducive to ideological and political education. At the same time, ideological and political education is an effective complement to mental health education. Contemporary college students grow up in the information age, personality publicity, the pursuit of fashion, in the ideological and political education into mental health education, can enhance the ideological and political education of fresh vitality and effectiveness, so that students can better understand the relevant knowledge. Carrying out ideological and political education in higher vocational colleges is helpful to improve students' psychological quality and relieve their anxiety.

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INFLUENCE OF THE MODEL MANAGEMENT OF THE ELDERLY CARE SERVICES IN THE BAY AREA ON THE MENTAL ANXIETY OF THE ELDERLY

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Background: With the advent of the current population aging, the proportion of heart failure of the elderly themselves is increasing. At present, in addition to the disease itself, elderly mental patients are also facing a series of family problems, such as empty nest, living alone, disability, etc. The long-term psychological condition cannot be effectively alleviated. At the same time, physical health and social adaptability are deteriorating, causing many elderly people to suffer. Anxiety seriously affects their physical and mental health and quality of life.

With the improvement of medical standards and the improvement of people's lives, the mortality rate of the Chinese population has decreased, the average life expectancy has increased, and the proportion of the elderly population has also increased year by year. Compared with some developed countries, China's old population base is huge and the growth rate is unprecedented. With the growth of the aging population, the existing politics, economy, society and people's lives will be affected to a certain extent. The old-age care service mode in the Bay Area still maintains the old-age care pattern of traditional families in form, but it reflects the transformation from traditional mode to modern mode in connotation. In terms of living style, in addition to living together with their children, the elderly can also choose to live separately and live alone with their children. In terms of pension funds, the elderly generally has independent sources of income such as pensions, and the insufficient part can be subsidized by their children or relatives and friends. Individuals in extreme poverty can also enjoy welfare relief through the community. In the way of living care, the elderly can be taken care of directly by their relatives such as children, hired to take care of them, and the community can also provide elderly care services. In this way, the elderly can spend their twilight years in their familiar family environment and community environment, and at the same time promote family harmony and community harmony. The model of elderly care services in the Bay Area will strive to build a new modern community with orderly management, complete services, a beautiful environment, good public security, convenient life, and harmonious interpersonal relationships. It can effectively solve the problem of aging, promote the system construction of the Bay Area elderly care service model, thereby alleviating the mental anxiety of the elderly.

Objective: With the rapid increase of the elderly population and the elderly, the number of lonely elderly people also increases. Therefore, an in-depth analysis of the influence of the current model of elderly care services in the Bay Area on the mental anxiety of the elderly is undoubtedly of great significance for alleviating the mental anxiety of the elderly.

Subjects and methods: The influencing factors of mental anxiety among the elderly were analyzed through the model of elderly care services in the Bay Area, and 300 elderly people with mental anxiety were taken as the survey subjects. Using questionnaires to analyze the specific effects of the model of elderly care services in the Bay Area, the total score is 10 points. The higher the score, the better the effect.

Results: The model of elderly care services in the Bay Area is that the community provides direct care

services for the elderly living at home. The main services include hygiene, daily life, rehabilitation, mental health and interpersonal communication, and basically cover the needs of the elderly. Set up a dedicated service line and implement door-to-door service, which facilitates the daily needs of the elderly. Through medical and health care services, according to the physiological characteristics of the elderly, the treatment clinics, health stations, and rehabilitation centers for geriatric diseases will be opened to strengthen the propaganda of the prevention knowledge of geriatric diseases and popularize health care knowledge. Increase cultural and recreational services for the elderly to relieve their mental anxiety. Establish day care and full care centers for the elderly, implement centralized and unified management services for the elderly, and meet the mental needs of the elderly not to leave the familiar environment.

Table 1. The impact of elderly care services in the Bay Area on the mood of the elderly.

Type	Convenience service	Medical insurance	Cultural and entertainment activities	Elderly day care and total care center
The elderly	9	9	7	8

Conclusions: The biggest advantage of the Bay Area elderly care service model is that it can meet the care needs of the elderly, frail, sick, and mobility-impaired, so that they can enjoy elderly care services in their own homes. The advantages are obvious. First of all, it can truly embody the people-oriented principle and provide personalized and diversified elderly care services for the elderly. A waste of time; in the end, the economic investment is low, the service charges are low, and the overall operating cost is low, which is acceptable to the average family. In short, the old-age care service model in the Bay Area conforms to the traditional old-age care model of Chinese society and culture, and can effectively alleviate the mental anxiety of the elderly.

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RESEARCH ON DATA MINING METHOD OF FRESHMEN MENTAL HEALTH SURVEY

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Background: The world today is in an era of intense competition, accelerating economic development, rapid changes in lifestyle and increasingly complex interpersonal relationships, which have resulted in an increasing incidence of various mental diseases. As a group with higher intelligence, higher culture and higher self-esteem, contemporary college students have higher aspirations and pursuits, which are different from ordinary young people. They face more opportunities and challenges, so they also bear greater psychological pressure and conflict. Studies in recent years have shown that a considerable number of college students have adverse reactions and adaptation disorders, and the incidence of psychological problems such as depression, anxiety, inferiority complex and fear is as high as about 30%, and the trend is increasingly serious. At present, colleges and universities have done a lot of work in carrying out psychological health education for college students, and set up special psychological counseling or consulting institutions. In carrying out corresponding teaching, scientific research and practice activities, a large number of data have been collected, forming their own mental health data database. Clustering analysis algorithm is applied in this article, the vast data mining analysis, find a different group of students and their respective characteristics, early attention for psychological counseling or behavior, to reduce the incidence of college students' mental diseases, improve the level of their mental health, cultivate qualified high-quality talent, has important theoretical and realistic significance. Clustering is to group data objects into multiple clusters, so that the objects in the same cluster have high similarity, but the objects in different clusters have very large differences. Based on data mining theory and cluster analysis method, this paper effectively mines the survey data of freshmen' mental health status.

Objective: Mental health can be divided into narrow sense and broad sense. In the narrow sense, mental health means that there is no mental disease or pathological psychology, and in the broad sense, mental health means that there is good psychological quality and sound personality. At present, the traditional view of health is no illness has been gradually abandoned, people tend to accept the idea that mental health is relative, has the level difference of the state, rather than perfect mental health refers to a psychological

state for a long time, occasionally of abnormal psychology and behavior and mild mood disorders, such as can return to normal, will not be considered as mental health The evidence. Therefore, the study of freshmen mental health can effectively relieve anxiety and other psychological states, improve the quality of life of college students.

Study design: Stratified cluster random sampling method was used to investigate 1000 college students. Ten universities were randomly selected, and 100 freshmen from different majors were randomly selected. 1000 questionnaires of optical mental health status were distributed, and 964 valid questionnaires were collected.

Methods: Statistic the mental health status of college freshmen by Excel.

Results: The degree of anxiety of college freshmen is much higher than other psychological factors, indicating that college freshmen have poor adaptability, so anxiety is more obvious, usually manifested as easy to get excited, upset, anxiety, often feel dissatisfied with their own situation. Therefore, by understanding the distribution of variables in the cluster, we can find out the possible psychological problems of college freshmen in time, and carry out the mental health education for college freshmen in a targeted way.

The survey results, use 1-5 five quantitative values of the influence of specific factors, 1, 2, said a little impact, affecting general said, 4 say, obvious effect of five said the full effect, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 1000 students take average, calculated results determine rounded way, The specific statistics obtained are shown in Table 1.

Table 1. Mental health status of college freshmen.

Factors	Depression	Anxiety	Low self-esteem	Fear
College freshmen	4	5	3	3

Conclusions: It is a useful discussion to apply the method of cluster analysis to the evaluation of college students' mental health problems. By empirical shows that mental health information database, data mining and clustering analysis can find out in the mixed data regularity of college students' mental health, found that the main problems in time, targeted to carry out mental health education for colleges and universities, improve the level of college students' mental health has provided the theory and practice of reference.

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THE SUPPORTIVE EFFECT OF MEDICAL INSURANCE ON THE TREATMENT OF CENTRAL NERVOUS SYSTEM DISEASES

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Background: Clinical psychology is not only one of the main courses of psychiatry, but also the professional basic course of clinical psychiatry in the future. Clinical psychology is a branch of psychology that applies the principles and procedures of psychology to understand, predict, intervene and study intellectual, emotional, psychological and behavioral problems at the individual level. Degenerative diseases of central nervous system and hereditary diseases are the difficulties in clinical treatment. Since drug treatment is only symptomatic treatment, nerve tissue transplantation becomes the most promising alternative to treatment. The discovery of stem cells in the central nervous system has led to a new understanding of neural regeneration. Tracing the psychological reasons of psychological abnormalities began with Freud. This model of psychological abnormalities emphasizes the importance of dynamic factors, that is, normal and abnormal personality are the result of the conflict between conscious and unconscious desire or instinct. However, it is difficult to obtain adult neural stem cells, and there is a certain risk of obtaining neural stem cells from living tissue, and xenotransplantation is prone to rejection. Therefore, a new approach must be explored. Neurological diseases cause neurocognitive impairment in patients. At present, the research on cognitive impairment of mental disorders mainly focuses on the fields of memory, attention, executive function, social cognition and so on. In recent years, it has been found in experiments that mesenchymal stem cells in bone marrow can differentiate into neurons, glia and other nerve cells under certain induction conditions. As donor cells, mesenchymal stem cells in bone marrow have incomparable advantages compared with embryonic stem cells and neural stem cells: bone marrow cells can be easily

obtained from adults with little damage to adults; Autologous transplantation overcomes the ethical and immunological problems associated with the use of fetal tissue and offers great promise for the treatment of neurological diseases such as stroke, trauma and Parkinson's disease.

The treatment of central nervous system diseases needs a lot of time and money, and medical insurance can effectively guarantee the treatment of patients and provide support for the treatment of central nervous system diseases. Insurance of primary medical treatment is a social insurance system that compensates laborer because of the economic loss that disease risk causes. Pay cost through unit of choose and employ persons and individual, establish fund of medical treatment insurance, ginseng protects personnel to fall ill to see a doctor after producing medical treatment charge, give certain economy compensation by organization of medical treatment insurance agency, in order to avoid or reduce laborer because of fall ill, the economic risk that the place such as treatment brings.

Objective: With the rapid economic development, people have high requirements for the quality of life; however, the more serious market competition, the greater the pressure on people's lives, and health has become one of the most concerned issues for people. Diseases not only bring harm to people's bodies, but also bring a great economic burden to their families. Mental illness: also known as mental disorder, it refers to a kind of disease caused by psychological dysfunction caused by various factors, resulting in abnormal mental activities such as perception, thinking, emotion, behavior, will and intelligence, which often needs medical intervention and treatment. Identifying the prodromal symptoms of mental diseases is of great significance for early diagnosis and intervention. Therefore, the impact of the disease has received widespread attention. The reasonable medical financing mechanism of medical insurance and a stable source of medical expenses can effectively guarantee the treatment of patients with central nervous system diseases.

Subjects and methods: Medical insurance is an important means to promote social civilization and progress. The social system of medical insurance and social mutual aid and mutual aid both share the risk of medical expenses among the insured persons, which embodies the new social relationship of "difficulties on one side, support from all sides", which is conducive to promoting social civilization and progress. Select 1000 patients with central nervous system disease treatment as the research objects, divide them into experimental group and control group, and compare and analyze the experimental data before and after the experiment. The data analysis method was used to study the quality of life of 1000 patients before and after the experiment. In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, and 4 means sufficient influence.

Study design: (1) Before the experiment, the experimental group and the control group were separately investigated for disease expenses and current living standards;

(2) Start the experiment. The patients in the experimental group are those who have participated in medical insurance, and the patients in the control group have no medical insurance;

(3) After the patient is cured, research and analyze the family situation again;

(4) Compare the data before and after the experiment, and analyze the differences between the subjects before and after the experiment.

Methods of statistical analysis: The SPSS software was used to make statistics and analysis on the original data of the two surveys to test the changes in the treatment costs of the experimental group and the control group before and after the experiment.

Results: Comparing the disease treatment costs of the experimental group and the control group before and after the experiment, the experimental results of the average score are shown in Table 1.

Table 1. Comparison of the living standards of the two groups before and after the experiment.

Group	Before and after the experiment	Treatment effect	Family level	Quality of Life
Test group	Before the experiment	0	3	3
	After the experiment	4	3	3
Control group	Before the experiment	0	4	4
	After the experiment	4	3	2

The living standards of the patients in the experimental group changed significantly before and after the experiment. According to the change in the mean, the quality of life and family level of the patients with medical insurance did not drop significantly after the operation. However, patients who do not have medical insurance spend a lot of medical expenses during the operation, resulting in different degrees of decline in the family level and quality of life after the operation.

Conclusions: Medical insurance is conducive to improving labor productivity and promoting the development of production. Medical insurance is the inevitable result of social progress and production

development. In turn, the establishment and improvement of the medical insurance system will further promote social progress and production development. On the one hand, it alleviates the worries of workers who have no money for medical treatment after illness, so that they can work with peace of mind, which can increase labor productivity and promote the development of production; on the other hand, there is a guarantee that effectively promotes the physical and mental health of workers and ensures the normal reproduction of labor. Medical insurance provides financial assistance to patients, helps to alleviate social instability caused by diseases, and is an important mechanism for regulating social relations and social conflicts. Medical insurance regulates income differences and reflects social equity. Medical insurance adjusts income differences by collecting medical insurance premiums and reimbursing medical insurance service fees, which is an important means of government income redistribution.

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ENVIRONMENTAL DESIGN FROM THE PERSPECTIVE OF ART DESIGN PSYCHOLOGY

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Background: Design refers to the process of creating goals and plans to meet human emotional or material needs. It can be a verb or a noun. It pursues not only the technical level, but also includes artistic factors. The design is immersed in people's lives and serves people's lives. Design psychology is a branch of applied psychology and a discipline based on it. It is a science that summarizes and summarizes people's thoughts, emotions, and conscious thinking, and makes them work in design. With the development of technology and art, after the 1990s, art and design psychology began to be used as an independent branch of discipline. Psychology attaches importance to and reflects people's needs, so it cannot be ignored. Because some general principles and behavior habits of the human brain determine how people respond to design and interact with each other.

Environmental design is a complex practical design subject, covering a wide range of fields, including architecture, environmental ecology, urban planning, behavior, and so on. Use certain principles or techniques to artfully divide and process the overall space of the objective environment. It uses design language such as decoration, enclosure, layout, lighting, etc., as well as the configuration of sketches, nodes, plants, etc., so that the interior and exterior spaces of the building can meet the functional requirements of the building, and present a specific style to create a special the role of atmosphere. The spatial environment is an infinite extension of the scale and scope of people's lives. An overall environmental level can greatly affect people's sensory experience, emotional changes and even behavioral activities. Therefore, environmental design has always followed the "people-oriented" law. Mastering the changes in people's cognition and emotions is extremely important to the establishment of a good spatial environment. Psychology is indispensable in design. It is an eternal theme to show humanity and be close to nature.

Objective: With the continuous improvement of current social and economic development, people's basic living material conditions are adequately guaranteed. At the same time, material guarantee has also brought increasing anxiety and challenges. In the large environment, in the face of intense high-pressure work and complicated learning tasks, people have begun to pay more attention to the placement and venting of the inner spiritual world. Therefore, from the perspective of design psychology, it is important to dig out its role and significance in the development of environmental design.

Study design: Social needs and respect needs should be analyzed in design. For example, squares, parks, lounges, etc. provide spaces where people interact with each other and need an open and pleasant atmosphere to meet the needs of interaction. While emphasizing functionality, a private space is set aside, allowing people to freely control their personal areas without interference. The highest level is the need for self-realization, that is, through the pursuit of inner ideals to obtain self-affirmation and generate a sense of belonging and value. Randomly distribute 1,000 questionnaires on the impact of urban environmental design on the spiritual world of residents. A total of 1,000 copies were issued, 973 copies were recovered, and the number of valid copies was 961.

Methods: Use Excel to calculate the impact of environmental design on residents' psychology.

Results: Under the background of harsh environment and relatively scarce resources, the design concept of returning to the basics and "people-oriented" has always run through the artistic language of urban design. The color design can alleviate the depression and anxiety of the residents, so as to soothe their hearts. The ingenious use of lighting equipment can make people not have negative emotions such as depression, dullness and seriousness when they are in a closed environment, and it has the most direct effect on people's

psychological feelings. In terms of interior decoration, the rational use of materials can make residents close to nature.

In the survey results, five levels from 0 to 4 are used to quantify the impact value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact. The individual subjectively caused a large error. The evaluation value of 1000 residents were taken and the average was taken, and the result was determined by rounding off. The specific statistical table obtained is shown in Table 1.

Table 1. The impact of environmental design on residents' psychology.

Factor	Color	Lights	Decorate
Residents	4	4	4

Conclusions: Environmental design is a subject based on human feelings and nature. In the comprehensive application of environmental design, design psychology should be based on human cognition, consciousness, behavioral tendency and other aspects as the main control means to deal with sensibility. The interaction balance between thinking and rational technology. While emphasizing functionality, it also has psychological needs, endows humanistic care, and optimizes the design, so as to achieve the goal of improving the quality of life in a true sense.

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ANALYSIS OF ANXIETY, DEPRESSION AND ITS INFLUENCING FACTORS OF EMPLOYEES IN CHINESE ENTERPRISES BASED ON LOGISTIC REGRESSION MODEL

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Background: In recent years, with the rapid economic development and the increasing social competition, the mental health of corporate employees cannot be ignored. The suicides of corporate employees have been reported frequently, such as the "Foxconn" incident. Employees are facing increasing pressure, and a series of mental illnesses such as insomnia, depression, and mental disorders have become increasingly prominent. Depression and anxiety are common emotional reactions when people face stressful situations, which are common in the crowd. Social support and coping styles have a significant impact on the psychological and emotional health of employees. The emotional and mental health of employees can be improved by adjusting the ways of coping with stress and difficulties and enhancing social support.

The multiple logistic regression model is when a dependent variable is a binary variable, the multiple logistic regression model is commonly used for analysis. The model method is based on sampling data to generate regression coefficients for the respective variables, and use these coefficients to discuss the relationship between the dependent variable and the relationship of the independent variables. Since the result of the logistic regression model has a great relationship with sample selection, it is necessary to ensure that the number of samples is large enough and to avoid the spatial autocorrelation of the data.

Objective: Logistic regression analysis found that problem solving has a significant predictive effect on anxiety and depression, and can be effectively used for anxiety and depression prediction. Using Logistic regression model can effectively understand the anxiety and depression of Chinese employees and its influencing factors, and do a good job of prevention. Provide early psychological counseling and intervention for employees with mental illness to reduce the occurrence and development of mental illness, improve work efficiency, maintain their own stable development, and promote a harmonious working environment.

Subjects and methods: To understand the anxiety and depression of Chinese employees and its influencing factors, using the stratified cluster sampling method, six large, medium and small enterprises are selected as the research objects. Randomly select company employees and issue questionnaires to them to count the different psychological and emotional conditions of employees.

Study design: A questionnaire was issued to a total of 600 employees in six companies, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 10-15 minutes. A total of 600 copies were issued, 579 copies were recovered, and 561 copies were valid.

Methods: Use Excel to calculate employee anxiety and depression and its influencing factors.

Results: The results of the mental health survey show that gender, age, education level, marriage,

monthly income, etc. are the main factors that cause employees' psychological problems. In daily work, employees have fewer opportunities for promotion and lower wages, and wages are rising very slowly, with very few rewards, resulting in low enthusiasm for employees. At the same time, employees have no sense of belonging and collective honor, which leads to a decline in the quality of personal life and lack of safety. Therefore, it is necessary to attach great importance to the mental health of employees in daily work.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 600 employees' evaluation values and average them, and the results are determined by rounding off. The specific statistical table is shown in Table 1.

Table 1. Anxiety and depression of employees and their influencing factors.

Factor	Gender	Age	Education	Marriage	Monthly income
Small companies	4	3	4	3	4
Medium-sized enterprise	3	3	3	3	4
Large enterprise	3	4	3	3	4

Conclusions: The overall mental health of employees is relatively high, and the ways to cope with stress are more mature, but the level of social support is moderate. Mental health and emotional state are closely related to employees' performance and work efficiency. Therefore, companies can use some forms of training, salons, consultations, etc. to further improve employees' positive response methods, such as solving problems, asking for help, and reducing negative or mixed response methods. It can also provide support, convey care, or create Relevant atmosphere can improve employees' social support feelings. Individual employees can also improve their social support by expanding their social circle, making a few close friends, and being brave to ask for help. In short, the incidence of anxiety and depression among enterprise employees is relatively high. If they do not adjust their mentality in time and face the reality, serious mental health problems will be caused. Therefore, enterprises are called upon to establish and improve the psychological pressure relief mechanism of employees, establish psychological guidance institutions, strengthen mental health education for employees, carry out diversified corporate cultural activities, broaden the channels for releasing psychological pressure, and strive to create a harmonious corporate humanistic environment.

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THE INTERVENTION EFFECT OF PAINTING ART THERAPY ON JUVENILE MENTAL DEPRESSION

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Background: Modern society has rapid economic development and fast-paced life. People are under great pressure in their studies and life. Both adults and teenagers can easily become victims of depression. Adolescents are more likely to become patients with depression due to factors such as emotional fragility and excessive academic pressure. According to statistics from the World Health Organization, global child mental disorders will increase by 50% by 2020, and the incidence of depressive disorders in adolescents will be as high as 2% to 8%. In recent years, the mental illness of young people has become increasingly prominent, and it is not optimistic.

Art therapy is a method of treatment that helps participants grow through planned and purposeful treatment programs through a variety of artistic expressions such as painting, music, dance, etc. as the medium. Art therapy in a narrow sense refers specifically to painting therapy. Painting therapy can reduce and eliminate the individual's defense mechanism, and encourage the individual to express cognition, emotions and inner thoughts. It can soothe the individual, divert the individual's attention to pain and anxiety, and increase the individual's self-confidence and motivation. The theoretical basis of painting art therapy is based on the theory of mental projection and the theory of human hemisphere division of labor. Art therapy has been used in the treatment of adolescent depression for more than 100 years. At present, painting art therapy has varying degrees of curative effect on improving individual depression and anxiety

symptoms, social function, self-concept, cognitive function, and vague physical complaints.

Objective: The incidence of depressive disorder in adolescents is high, with various symptoms and complex manifestations. The current methods of treating depression mainly include drug therapy, psychotherapy and physical therapy. However, due to the high incidence of depression, high recurrence rate, high disability rate, high suicide rate and other characteristics, the results of drug treatment alone are not ideal, and long-term drug compliance is poor, and the recurrence rate and disability rate are high. Painting analysis and treatment is one of the most representative methods of expressive psychotherapy. It provides patients with non-verbal expression and communication opportunities. Through the creation process and works of painting, it helps painters analyze their subconscious emotions and conflicts. So as to achieve the effect of counseling or treatment.

Subjects and methods: The art psychotherapist conducted a three-month painting psychoanalysis and treatment for the experimental group of patients, and taught painting precautions on each painting theme, which was carried out once a week, each time about 40 minutes, a total of 12 times. One theme painting at a time, the first time and the last time to complete the house tree people. For the other 10 treatments, each treatment has a theme, in order: my home, my friend, my future, clip art, upside down painting, landscape painting, body painting, mandala, traditional painting, music painting. Control group: only receive antidepressant medications and no special psychotherapeutic interventions.

Study design: Comparison of general data between the two groups. The study group has 20 males and 30 females, with an average age of (20.5±4.5) years and an average duration of (3.8±0.4) years; the control group has 28 males and 22 females, with an average age of (20.0±4.8). Years old, with an average duration of (3.5±0.8) years. There was no statistically significant difference in gender, age, and course of disease between the two groups of patients ($P>0.05$), and they were comparable.

Methods: Experimental group: antidepressant drugs + drawing analysis and treatment, while routine antidepressant treatment, patients freely choose to use 2B pencils or colored pens to draw different painting themes on the prepared A4 paper each week. The process of painting does not provide therapeutic guidance for painting, but just accompany and wait for it. After each painting, a group meeting is held to ask about the content of the painting, the background of the work and its meaning, share feelings and give support and encouragement to the patient, discover the inner self, promote spiritual growth, and increase the therapeutic effect. After the study, supplementary drawing psychological analysis and treatment will be carried out according to the needs of the patients.

Results: The depression and anxiety improvement of the two groups of patients were compared at the 4th, 8th, and 12th weeks of treatment. The SDS and SAS scores of the experimental group were lower than those of the control group, and the differences were statistically significant ($P<0.05$). And the SDS and SAS scores of the experimental group at the 12th week of treatment were lower than those before treatment, and the differences were statistically significant ($P<0.05$). See Table 1.

Table 1. Comparison of the improvement of depression and anxiety between the two groups.

Group	SDS score				
	Before therapy	Treatment week 1	Treatment week 4	Treatment week 8	Treatment week 8
Experimental group (*n*=50)	72.8±3.5	71.6±3.3	66.5±2.8	62.1±3.2	58.6±3.0
Control group (*n*=50)	72.5±3.8	71.9±3.5	70.9±3.1	70.0±3.6	69.8±3.2
t	0.411	-0.441	-7.448	-12.248	-18.055
P	0.682	0.660	<0.001	<0.001	<0.001

Conclusions: The current status of drug treatment for depression is not completely satisfactory. Even for those patients whose drug treatment is effective, long-term medication and drug adverse reactions make the patients have poor treatment compliance and worsen the depressive reaction, and drug therapy cannot solve the patients' emotional needs and interpersonal needs. Relationship conflicts, self-care in life, and learning and work skills involve a higher degree of social adjustment issues. Painting art therapy is a kind of psychotherapy technique. It is not restricted by language, age, location environment, cognitive ability and disease, etc. The treatment is simple to implement and can avoid individual resistance, which makes it easier to be accepted by patients. It has been widely used in clinical psychotherapy. Through painting art therapy, patients' compliance with rules and staff has been significantly improved, and these behavior changes are manifested in the painting process. This suggests that in a closed environment, painting therapy can not only improve the individual's mood, but also help improve the individual's adaptability to the environment.

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THE IMPACT OF THE USE OF CELEBRITY CRISIS PUBLIC RELATIONS STRATEGIES ON SINA WEIBO ON THE RELIEF OF PUBLIC PSYCHOLOGICAL ANXIETY

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Background: Social psychology discusses interpersonal relationships at the individual level and social group level. It believes that social changes and characteristics will have an important impact on people's psychology. At present, our society is in a transitional period, and there are more and more socio-psychological problems brought about by the imbalance of social structure, the reduction of social trust, the lack of channels for people's interest appeals, and the anomie of morality and culture. Although the mainstream social psychology is healthy, there are still many problems. Distrust, prejudice, emptiness, irritability, and other negative social psychology have gradually increased, and public emotional instability has become an important issue affecting the healthy development of our society. And the outbreak of every hot online incident is inseparable from the failure to solve a certain social problem in time and the long-term accumulation of public sentiment. The psychological state in the real environment is reflected in the online public opinion field, and it has become the shape of the public sentiment on the Internet. "Metafield". The occurrence and development of Internet hotspot incidents are always accompanied by fierce reactions of public emotions. Joys, sorrows, sorrows, laughter and scolding have become the "symbiosis" of public expression, and they have also become "boosters" for the development of events. The widespread dissemination of traditional media and social media has aroused enthusiastic public attention. With the deepening of media reports, the development of online public opinion has been ups and downs. The public conducted rational or irrational discussions on social media. The intense emotional experience exerted a positive or negative impact on the development of public opinion events. In this context, the research on public sentiment in the network environment is gradually attracting researchers' attention.

Social psychology believes that individual socialization process, communication, speech development, partners, family, living environment and school will have an impact on people's psychology. In the era of traditional media, emotions mainly exist in people's inner evaluations of others or events, or manifested in discussions in the streets and alleys. Under such circumstances, data about emotions are fleeting and difficult to obtain, and the overall public sentiment is grasped. The tendency is more difficult, and there is no effective way to guide it positively. The convenience of online communication has largely released netizens' desire for expression. Due to the characteristics of anonymity and freedom of expression, Internet communication allows people to vent their emotions almost unscrupulously, and public emotions become "visible" and "Sensible".

Objective: In the post-truth era, the influence of information is constantly weakening, while the influence of emotions is constantly strengthening. Public sentiment has become an important factor affecting the development of public opinion events. As the most important information disseminator in the field of public opinion, the media will respond to What is the impact of public sentiment. Therefore, giving full play to the guiding role of the media in the Weibo public opinion field, and the celebrity crisis public relations strategy promotes the development of Weibo public opinion in a positive direction.

Subjects and methods: Halo effect in psychology points out that people usually think that someone is good in other aspects because of his advantages in one aspect. Therefore, with the advent of the Internet age, people have higher expectations for celebrities. Once there is a problem on one hand, it will lead to the overall collapse of their image. Based on this, nowadays, celebrities have changed their public relations strategies. Most of the exposure of the incident first came from online media such as forums and Weibo, while traditional media began to degenerate into a "follow-up" role. Traditional media is no longer the leader of strong public opinion, but will be affected by the "grassroots public opinion" on the Internet, and the related news reports generated thereby further spread the Internet public opinion. By analyzing the public relations strategies of celebrities, research the relief of public psychological anxiety.

Study design: Randomly select 1,000 members of the public of different genders, ages, and occupations to issue a questionnaire about the psychological anxiety caused by Weibo celebrity incidents. The questionnaire is required to be completed at one time, and the time for each person to fill out the questionnaire is about 10-15 minutes. A total of 1,000 copies were issued, 979 copies were recovered, and the number of valid copies was 961.

Methods: Use Excel to calculate the relief of public anxiety and depression.

Results: In view of the characteristics of online public opinion, if measures are not taken in the early

stage of a crisis to "disturb" netizens, the radical comments of some netizens may quickly become the collective voice of almost all netizens. If you want to occupy the right to speak online in public relations activities, you must follow the principle of rapid response, "Before the formation of preconceived online public opinion, the progress of processing related work and positive 'action information' should be released in time. People will meet in a virtual environment. It is closer to the state of "self", which is also the reason for the disorder of Internet public opinion. In crisis public relations, the "irrationality" of netizens can be used to win the understanding and sympathy of most people emotionally, then the crisis will be Half of the solution. When a star encounters a crisis, we must grasp the yardstick of public relations, and beware of making people think of "hype."

In the survey results, five levels from 0 to 4 are used to quantify the impact value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact. The individual subjectively caused a large error. The evaluation value of 1000 audiences are taken and the average is taken, and the result is determined by rounding off. The specific statistical table obtained is shown in Table 1.

Table 1. Relief of public anxiety and depression.

Strategy	Master the right to speak	Emotional management	Prevent "hype"
Audience	3	4	3

Conclusions: Social psychology is an important branch of psychology. It believes that people's social environment will have a vital impact on people's psychological changes and characteristics. At present, China is in the period of social transformation, and the special social structure will certainly have a profound impact on the psychological state of the Chinese people. According to the principle of psychological compensation mechanism, when public emotions are difficult to express in reality, they will shift to a relatively free public domain. The high-speed network environment provides a space for Chinese ordinary people to express their discourse and release their emotions. The carrier of many social realities and mass psychology under the background of social transformation. Judging from the Internet hotspots that have occurred in China in recent years, Weibo, as one of the most popular social networking platforms, has increasingly become an important public opinion hub and sentiment amplifier. Under the implied by the collective law that it is not responsible for the public, it is anonymous on the Internet. Under the influence of sex, the public began to look for emotional outlets in the form of speech and opinions on the Internet, and the influence of public emotions on the development of events has become more and more significant. Therefore, timely and effective star crisis public relations strategies can effectively alleviate the public's psychological anxiety.

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THE INFLUENCE OF NATIONAL COHESION ON THE REHABILITATION OF COLLEGE STUDENTS' MENTAL SCHIZOPHRENIA

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Background: Schizophrenia is a persistent, usually chronic, serious mental illness. The disease has no obvious organic changes. It is a functional psychosis, which is mainly characterized by obstacles in thinking, emotion, will and behavior, and incoordination between mental activities and the environment. Patients often show mental and behavioral disorders, such as disorders of mental activity, internal unity of personality, severe defects in social functions, and many other psychological and behavioral obstacles. Although patients with this disease are generally unconscious and mentally disabled, the onset of the disease not only affects their physical and mental health and work ability, but also has a significant impact on the family and society. The main symptoms of schizophrenia are: perception obstacles such as various hallucinations; thinking and association obstacles such as various delusions, passive experience, thinking association obstacles, poor thinking, etc.; emotional obstacles include emotional agitation, slowness or Indifferent; obstacles to will and behavior include hypo-willedness, tension syndrome and so on.

Nationalism is a consciousness of unlimited loyalty to the country and the nation. It advocates that the national interest is above all else. It is necessary to do everything possible to enhance the cohesion of the nation and require the members of the nation to fight for the national interest at all costs. China's

nationalism originated from the invasion of foreign powers in modern times. It is the collective response and collective memory of the Chinese people to this invasion. This casts a strong emotional color in Chinese nationalism. A person's national cohesion is based on a certain sense of identity and belonging to his own nation, but the economic globalization that is proceeding vigorously in the contemporary world will cause a certain degree of dissolution and weakening of this identity and dependence of people.

Objective: Schizophrenia is a type of chronic relapsing mental illness. Once contracted, it has recurring attacks, which leads to obvious mental dysfunction, and residual pathological and degenerative behaviors, resulting in social function decline. Therefore, since the onset of the disease, relevant treatment and rehabilitation measures should be implemented, and long-term attention should be given to life. In the treatment of the disease, biological factors and drug treatment have always been the focus of attention. Although the positive symptoms of schizophrenia can be significantly improved with the intervention of antipsychotic drugs, most patients have difficulty recovering from the disease. Shows a significant decrease in self-evaluation and low social skills, becomes a person who has difficulty adapting to social life, and shows a serious poor prognosis. Therefore, the rehabilitation of college students' mental schizophrenia needs to rely on national cohesion.

Subjects and methods: Common rehabilitation treatment methods for schizophrenia include behavioral therapy, cognitive or cognitive behavioral therapy, family therapy, and psychotherapy for specific diagnoses. The current research proves that there is no single therapy for the rehabilitation effect of schizophrenia. Therefore, through the current psychological rehabilitation methods for schizophrenia patients, self-esteem, self-efficacy and social support can be used to cultivate the national cohesion of college students, so as to improve the rehabilitation effect of college students' mental schizophrenia.

Study design: Randomly select 1,000 schizophrenic college students of different genders, different grades, and different majors, and observe their living abilities and quality of life through a 12-month training of ethnic cohesion.

Methods: Use Excel to calculate the rehabilitation effect of college students with schizophrenia.

Results: Self-esteem is called "the core of mental health", and its development has an important impact on the individual's physical and mental health and social adaptation. As an important part of an individual's self-awareness, self-esteem is closely related to an individual's mental health. The improvement of self-esteem can effectively alleviate depression, autism and suicidal tendencies. Self-esteem is the psychological mechanism of individuals adapting to the social and cultural environment, and an important determinant of reducing and alleviating anxiety and maintaining mental health. To a certain extent, self-efficacy can affect the individual's selectivity and persistence in activities, and has great practical significance in promoting the individual's physical and mental health and maintaining the function of the immune system. Social support is a concept of multiple dimensions. Between the individual and his environment, the overall level of participation of people, the source of the social support environment, and whether social support can provide the individual with emotional, belonging, information or material help can be effective Promote the rehabilitation of college students with mental schizophrenia.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take the evaluation value of 1000 college students with schizophrenia and take the average.

Table 1. Rehabilitation effect of college students with schizophrenia.

Method	Self-esteem	Self-efficacy	Social support
College students with schizophrenia	4	3	3

Conclusions: In the contemporary era of economic globalization, rising nationalism and increasingly secular society, it is necessary to work hard to strengthen college students' national concepts and national consciousness, to help college students correctly understand nationalism, actively guide its nationalism, and to unremittingly carry out the common ideals and ideals of the times for college students. The education of the sense of worry can greatly preserve and enhance the national cohesion of college students. By cultivating the national cohesion of college students, it can effectively promote the rehabilitation of college students' mental schizophrenia.

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A METHOD TO RELIEVE COLLEGE STUDENTS' ENGLISH LEARNING ANXIETY BASED ON SELF-EFFICACY

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Background: Mankind has entered the 21st century, and peace and development have become the themes of the current era. The competition for comprehensive national strength with science and technology as the forerunner and economy as the foundation is becoming increasingly fierce. To be among the world's powers, all countries are required to participate in international competition with a positive attitude and break the situation of isolation and self-isolation, otherwise the economy and technology will be difficult to develop, and they will be at a disadvantage in international competition. In international competition and cooperation, foreign languages are an indispensable tool. Among many foreign languages, English is the most common language in the world today, so it is necessary to pay attention to the education and learning of English.

Self-efficacy refers to the degree of confidence that people can use their own skills to complete a certain work behavior. At present, there are two tendencies in research on self-efficacy: trait orientation and non-trait orientation, or understand it as two dimensions of self-efficacy. The former believes that self-efficacy is cross-situational, specific, and does not depend on specific situations. The latter believes that self-efficacy is specific, non-specific, and contextual. The main factors that affect the formation of self-efficacy are the success or failure experience of the individual's own behavior, alternative experience, verbal persuasion and emotional arousal. To a certain extent, self-efficacy can affect the individual's choice and persistence in activities; affect the individual's attitude when facing difficulties; affect the acquisition and performance of new behaviors; and the individual's experience when performing activities mood. Decreased self-efficacy will have varying degrees of negative impact on the individual's physical and mental health, work quality and work efficiency. In addition, self-efficacy affects the arousal level of the individual's autonomic nervous system. These biochemical substances act as neurotransmitters and affect the functional regulation process of the human immune system. When faced with the same stress factors, people with a strong sense of self-efficacy can secrete these biochemical substances normally, thus ensuring the normal balance of the immune system. When the sense of self-efficacy is insufficient, the secretion of these biochemical substances will increase, thereby breaking the balance of the immune system. And destroy its immune function. Therefore, self-efficacy is of great practical significance for promoting the individual's physical and mental health and maintaining the function of the immune system.

Objective: The proposal of self-efficacy provides a new research direction for psychology, and at the same time, it also finds new solutions for solving problems in practice. By improving the sense of self-efficacy, it can have a practical impact on college students' English learning. In the process of learning English, it can improve the ability to complete learning tasks and strengthen the level of self-cognition.

Subjects and methods: Self-efficacy can effectively alleviate the anxiety of college students in learning English, and help college students to establish a correct outlook on learning. This article focuses on improving college students' sense of self-efficacy to have a positive effect on enhancing college students' sense of pleasure and participation in learning English. By distributing questionnaires, statistical analysis of the impact of self-efficacy on alleviating college students' English learning anxiety.

Study design: Using stratified cluster random sampling method, 600 college students were surveyed. 10 universities were randomly selected, 15 students were randomly selected from each grade, and a total of 40 classes of students were surveyed. A total of 600 copies were issued, 579 copies were recovered, and the effective number was 562 copies.

Methods: Use Excel to calculate the influence of self-efficacy on alleviating the anxiety of college students in English learning.

Results: Self-efficacy plays an important role in alleviating college students' English learning anxiety. After improving college students' sense of self-efficacy, college students' English learning anxiety has a significant downward trend, and they can actively and spontaneously learn English, and their willingness has been strengthened. At the same time, when encountering difficult problems in the process of learning English, they will eventually achieve the desired effect of English learning through their own efforts and persistence.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 600 college students' evaluation values and take the average, and the results are determined by rounding off. The specific statistics table is shown in Table 1.

Table 1. The influence of self-efficacy on alleviating college students' English learning anxiety.

Factor	Willingness	Effort	Persistence
Freshman	4	3	3
Sophomore	4	3	4
Junior	3	4	3
Senior student	3	4	4

Conclusions: Self-efficacy can help college students effectively improve their sense of pleasure and participation in learning English, make them more aware of their huge potential in learning English, promote better development of college students, and comprehensively improve their English literacy. Self-efficacy can also stimulate college students' learning interest and learning motivation, and give full play to their autonomy, thereby improving learning efficiency and promoting their all-round development. It is of great significance to study the influence of learning self-efficacy on college students' English learning. For educators, it is helpful for parents and educators to realize the important role of students' self-efficacy, and it can provide new theoretical support and improvement for educators in teaching methods, methods, and educational concepts. Thinking about the direction. For the majority of college students, recognizing the importance of self-efficacy can help them correct their learning attitude, study English seriously, shoulder the mission of reality and history, and participate in social competition with a positive attitude.

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THE GOVERNANCE STRUCTURE OF THE TRADE UNION-ENTERPRISE RELATIONSHIP ON ENTERPRISE PERFORMANCE AND EMPLOYEES' PSYCHOLOGICAL ANXIETY AND DEPRESSION

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Background: With the continuous improvement of the market economy, competition among enterprises has become the norm. Knowledge and information are strategic assets for enterprises to enhance their competitiveness, and the mastery and application of knowledge and information are inseparable. Giving full play to the role of human capital and forming a competitive advantage that cannot be copied or imitated is the foundation for an enterprise to remain invincible. Therefore, enterprises increase their investment in human capital by recruiting high-end talents, increasing employee training, and improving wages and benefits, in order to obtain and maintain their advantages in human resources. In recent years, discussions on mental and psychological issues such as depression and anxiety on social media have attracted attention. Most people say that they are under varying degrees of work and life pressure, and this pressure will have varying degrees of negative impact on individuals. In this case, simply investing in input capital cannot truly exert the effect of human capital. With the birth and development of the union-enterprise relationship governance structure, it provides an operable way to give play to people's subjective initiative and find ways to improve performance from psychological factors. The study of the union-company relationship is based on employee incentives based on intrinsic motivation, so that employees can give full play to their talents to complete work tasks. It can also inspire employees to learn actively and enhance their self-worth. This will ultimately enhance the value of corporate human capital, strengthen corporate Bring benefits.

The main performance evaluation method adopted by enterprises is financial performance evaluation. The research and analysis of short-term profits of enterprises through financial indicators can effectively reflect the overall situation of enterprise production and operation within a period of time. Today, with increasingly fierce competition, the innovation ability, market ownership and control ability, internal management and process, employee learning ability and creativity of enterprises are becoming more and more important to modern enterprises, and they are the source and motivation for enterprises to obtain

and maintain their core competitive advantages.

Objective: The survival and development of enterprises has always received extensive attention. Human resources, as a unique and difficult-to-imitate asset of an enterprise, can bring sustainable competitive advantages to enterprises, because human initiative can mobilize and integrate resources, produce a multiplier effect, and achieve efficient development and development of resources. use. Human capital and social capital play a positive role in corporate practice. The governance structure of the union-corporate relationship has a stronger positive effect and greater impact on individual work performance. It controls the individual's motivation and attitude towards work, surpassing human capital and social capital provides a new research perspective for human resource management.

Subjects and methods: When companies conduct work and interpersonal skills assessments on employees, they find that a good union-corporate relationship governance structure will make employees more proactive and proactive in their work, and their abilities will also be improved. This article mainly conducts research from the four aspects of tolerance and forgiveness, humility and sincerity, gratitude and dedication, respect and courtesy under the union-enterprise relationship governance structure. Six large, medium and small enterprises in this city were selected as the research objects, and questionnaires were issued to their employees to collect statistics on their work efficiency and the impact on the development of the enterprise under a good union-enterprise relationship.

Study design: A questionnaire was issued to a total of 500 employees in six companies, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 15-20 minutes. A total of 500 copies were issued, 493 copies were recovered, and the effective number of copies was 487.

Methods: Use Excel to calculate the impact of the union-corporate relationship governance structure on corporate employees.

Results: Employees in a good union-enterprise relationship governance structure will enhance the company's overall development capabilities. In terms of human resource management, the more positive mentality construction for employees, the more performance rewards, the greater the utility. Employees' positive work mood, full work enthusiasm and good personal health all play a decisive role in the development of the company.

In the survey results, five levels from 0 to 4 are used to quantify the impact value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 500 employees' evaluation values and take the average, and the results are determined by rounding off. The specific statistics table is shown in Table 1.

Table 1. The impact of the governance structure of the union-corporate relationship on corporate employees.

Factor	Forgiveness	Modest and honest	Thanksgiving	Respect and polite
Large enterprise	4	4	3	3
Medium-sized enterprise	4	3	3	4
Small companies	3	3	4	4

Conclusions: Today's society pays more and more attention to the values of talents, emotional intelligence, wisdom, character and psychological quality of being in the world, especially in today's increasingly fierce competition. Individuals with psychological anxiety and depression have difficulty in stably exerting their abilities and talents in the face of setbacks and difficulties. In the context of the era of knowledge economy, the update speed of knowledge and information is accelerating, the development of information technology is changing with each passing day, and the external environment of the organization has become increasingly complex and uncertain. This puts forward higher requirements on the organizational structure of enterprises, and the transformation of organizational structure is imminent. The birth and emergence of the union-enterprise relationship governance structure is exactly the result of the organizational structure reform. As a basic work unit in the organization, the team can complete work independently. The geographical proximity of its members is more conducive to communication, knowledge sharing and innovative activities. Through the union-enterprise relationship governance structure, it is possible to achieve an incentive effect on individual behaviors and meet their social needs. The satisfaction of needs will bring positive feelings and encourage them to produce positive behaviors, thus forming a virtuous circle. Conducive to the overall operation of the enterprise.

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AN ANALYSIS OF THE INTEGRATION PATH OF SOCIAL PSYCHOLOGY AND COMMUNITY PUBLIC GOVERNANCE STRUCTURE

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Background: With the development of society, various branches of psychology continue to appear, and social psychology is one of them. It points out that the development and change of society will have an important impact on people's ideas and mental health. Since the reform and opening up, profound changes have taken place in my country's economic system, social structure, interest pattern, and people's thinking. New social groups are increasing, new social problems are increasing, and new social affairs are emerging day by day. On the one hand, China's social transformation has brought about the gradual differentiation of social functions. On the other hand, it has also caused a large number of social problems to settle at the grassroots level of the community. Since the reform and opening up in the 1980s, China's economic system, social structure, interest pattern, and people's thinking have undergone profound changes. New social groups are increasing, new social problems are increasing, and new social affairs are emerging day by day. As an important carrier for the integration and reconstruction of the grassroots society, the community, the transformation of its governance structure and the development of public services have an important impact on the sound operation of the social order.

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. The content of research at the social group level includes: group communication structure, group norms, attitudes, racial prejudice and aggressive behavior, customs and culture. From the perspective of social psychology, this paper analyzes the integration path of social psychology and community public governance structure.

Objective: In social psychology, the living environment will play a vital role in people's psychological changes and the formation of characteristics. In all living environments, society is one of the important social environments in which people live. With the deepening of community construction, China's community has gradually developed into an intermediary and network organization, and various community governance bodies such as the government, residents, associations, and professional organizations have begun to face-to-face contact and interact with each other. Therefore, as an important carrier for the integration and reconstruction of grassroots society, the exploration of the transformation of its governance structure and the development of public services has an important impact on the sound operation of social order.

Study design: All tasks of building a harmonious society need to be implemented at the community level, and the community governance structure is the core and key of community construction. Therefore, it is very urgent to strengthen the community construction task focusing on improving the community governance structure. Using the stratified cluster random sampling method, 1,000 community residents were surveyed and analyzed on the urban development situation. 1000 questionnaires were distributed and 976 valid questionnaires were returned.

Methods: Use Excel to calculate the integration of community public governance structure.

Results: Community is not only the cell of society, but also one of the living environments that will have an important impact on people's mental health mentioned in social psychology. The key to building a harmonious society is to build a harmonious community and coordinate and balance the various interest relationships in the community. In the process of community governance, the importance of mental health development of residents is truly recognized, combined with social psychology, and governance concepts are updated to effectively alleviate residents' psychological anxiety. The community can also start from the specific system and carry out the reform of the governance system, which is conducive to promoting the harmonious development of the community. By innovating governance methods and improving the information management level of the community, the quality of life of community residents can be effectively improved. In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact Individual subjective

causes large errors. The evaluation value of 1000 community residents is taken and the average is taken, and the result is determined by rounding off. The specific statistical table obtained is shown in Table 1.

Table 1. Integration of community public governance structure.

Factor	Governance philosophy	Governance system	Governance behavior
Residents	4	5	5

Conclusions: Just as social psychology holds that community is an important node of social development. As an important field of social development and social change, community public service is undergoing a transformation from spontaneity to consciousness, from experience to specialization, and from a single government structure to a diversified social subject structure. China's urban community public service has made gratifying achievements in a short time. However, China is in the period of economic and social transformation. In this special period, people's psychology is bound to undergo drastic changes, which will significantly restrict the development of community public services. Therefore, the use of social psychology can effectively integrate social resources, expand the degree of public participation, and develop diverse social subjects. Only in this way can the sustainable, rapid and healthy development of public services in the community be promoted, and the smooth transformation of Chinese society and the improvement of the community system can be effectively realized. innovation.

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THE INFLUENCE OF LABOR EDUCATION INTEGRATED WITH PROFESSIONAL COURSE TEACHING IN HIGHER VOCATIONAL COLLEGES ON ALLEVIATING COLLEGE STUDENTS' ANXIETY DISORDER

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Background: Labor education helps to cultivate students' labor concept, cultivate good moral quality and internalize students' humanistic knowledge. Labor education has the functions of realizing moral, intellectual, physical and aesthetic goals and cultivating students' innovative consciousness. The ways of labor education for students are labor education in daily management, labor education in teaching management and labor education in the innovation of teaching mode. Labor is the basis and premise of human being. Human beings created material wealth and spiritual wealth by means of labor. Even in today's high- tech era, with the emergence of computers, robots, labor as the basic way of life of mankind has not disappeared and decline, but continue to transform and innovation. These facts show that not only human development and labor are inseparable, but also human existence and perfection have always been inseparable from labor. Labor education enables students to set up correct labor concept, correct labor attitude, form good labor habits, temper their will, improve the ability of resisting setbacks and enhance the sense of ownership. At the same time, labor will enhance the sense of social responsibility and competitiveness, cultivate the style of arduous and plain and the spirit of arduous entrepreneurship, help ease the anxiety of college students.

Labor is a purposeful, planned and organized educational activity to cultivate the students' various qualities. It is a comprehensive education integrating moral education, intellectual education, physical education and aesthetic education. Combining education with productive labor is the only way to cultivate people with all-round development. Labor education can make the goal of moral education carried out in college students' labor practice and internalized into college students' morality. In addition, the university student participates in the suitable labor also to be possible to coordinate the bodily organ the development, the exercise physical strength and the endurance, strengthens the physique, the raise will, enhances esthetic ability. Labor education is not only the classroom theory education, but also the work-study program, science and technology service, and the direct impetus of social quality education.

Objective: College students are a special group in the key period of physical and mental development. With the increasingly fierce social competition, the higher education system and personnel system have been reformed, and the employment situation is becoming increasingly severe. Therefore, College students have different degrees of anxiety. All kinds of anxiety symptoms have become serious psychological problems that affect college students' academic achievements and physical and mental health, and can lead to

physical and mental diseases. Therefore, it is very important to integrate labor education into the teaching of professional courses in higher vocational colleges, which can effectively relieve the anxiety of college students.

Subjects and methods: Anxiety is a kind of nervous, uneasy and fearful complex emotional state, which is caused by an individual's failure to achieve his goal or overcome obstacles and threats, and his self-esteem is frustrated or his sense of failure and guilt is increased. Many problems such as appearance, emotion, interpersonal communication, study and examination, entrance and employment, personal ability, money and so on suddenly appear in front of the young college students. The negative emotion experience is not well handled, the negative behavior is accompanied with, the anxiety mood changes into the anxiety symptom, several year's university life then runs counter to the growth. In order to improve the mental health of college students, labor education into the teaching of professional courses in higher vocational colleges can effectively ease the anxiety of college students.

Study design: Questionnaires on anxiety were distributed to 1000 college students, asking them to complete the questionnaires at one time, and the time for each student to fill in the questionnaires was about 15 to 20 minutes. A total of 1000 copies were distributed, 964 were recovered and 947 were valid.

Methods: Using Excel statistics labor education into professional courses in higher vocational colleges to alleviate the effect of anxiety disorders.

Results: Individual's psychological factor mainly includes factors and so on knowledge, sentiment, will, good faith. The process of internalization of labor values is the process of cognition, emotion, will and belief merging, upgrading, deepening and consolidating. Cognition is the basis, students in the existing concept of labor on the basis of continuous re-cognition, and constantly improve labor skills, forming the quality of labor. Emotion is the driving force, emotional needs is an important part of internalization activities, can effectively improve the autonomy of college students, ease anxiety. Will has a clear goal, the training of students' will to work needs to be honed in the continuous labor practice for a long time, insisting on the professional skills of lean. Faith is the goal, the formation of labor values, the Student Union according to the labor values of their own needs for re-analysis, and constantly improve the labor will, establish labor beliefs.

The results of this survey use 0-4 five levels of quantitative specific factors influence value, 0 means nothing, 1 means a slight impact, 2 means a general impact, 3 means a significant impact, 4 means full impact.

Table 1. The relief of labor education on psychological anxiety of college students.

Factor	Cognition	Emotion	Will	Faith
University student	3	4	3	4

Conclusions: With the deepening of the reform of education and teaching, labor education has become an important part of the talent training system in the new era. We shall actively carry forward the "labor spirit" among students, guide students to understand the truth of "advocating and respecting labor", help students to establish the labor consciousness of "labor is the most glorious, the most noble, the greatest and the most beautiful", and cultivate socialist builders and successors with "moral, intellectual, physical and aesthetic labor". Vocational students should form correct labor values in labor education, realize the happiness of creating a better life through labor, cultivate labor skills that can satisfy the survival and development of the new era, realize the goal of "nurturing morality through labor, enlightening wisdom through labor, improving health through labor, and benefiting beauty through labor", relieve the anxiety of college students, and finally realize the all-round development of people.

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THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION IDEAS IN COLLEGE COURSES ON THE HEALTHY DEVELOPMENT OF STUDENTS' PSYCHOLOGICAL QUALITY

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Background: Traditional ideological and political theory teaching is the most important and basic carrier in the ideological and political education of college students. However, since entering the 21st century, facing the complicated domestic and international political and ideological development situation, more and more colleges and universities have begun to realize that they can no longer only rely on traditional ideological and political theory courses as a single channel of communication for students' ideological and political education. It is necessary to actively broaden and innovate the teaching carrier of students' ideological and political education and enrich the ways for students to receive ideological and political education through the development of a new education model such as curriculum ideological and political education. From a deeper perspective, the ideological and political education concepts of college courses can effectively promote the healthy development of students' psychological quality. Colleges and universities not only need to adopt new educational concepts of curriculum ideology and politics to innovate traditional ideological and political education, but also to continuously broaden the horizons of ideological and political educators with a vision of facing modernization, facing the world, and facing the future. To break through the various limitations of traditional ideological and political education in colleges and universities, can we effectively open up the new situation of ideological and political education in colleges and universities today.

As an innovative educational model, curriculum ideological and political education is an important measure to realize students' Ideological and political education by innovating educational ideas and improving teaching methods. It is inevitable that some controversies existed in the ideological and political teaching concepts of the curriculum, but should also arouse more attention and thinking. Ideological and political educators gradually integrate the traditional resources of ideological and political courses with modern resources, internal and external resources, explicit resources and implicit resources into educational resources with the same goal, realizing the organic unity of knowledge transfer and value guidance. Promote the transformation of ideological and political courses to three-dimensional education.

Objective: At present, curriculum ideological and political education is a kind of innovative education mode. It is an important reform measure to realize the ideological and political education of students on the basis of reforming educational concepts and improving teaching methods. The implementation of quality education is to enable the educated to develop harmoniously in physical, psychological, and social and cultural qualities, and to develop comprehensively in moral, intellectual, and physical aspects. It can also be said that its overall optimization education. This kind of education starts and ends with the healthy development of the educated body and mind and the formation of a sound personality. But for a long time, many people pay more attention to physical health, but pay less attention to mental health. Therefore, the idea of ideological and political education in college courses can improve students' mental health and promote their better development.

Subjects and methods: The ideological and political education concept of college courses has a positive guiding effect on the psychological development of students, and can help students establish correct values and learning views. It can be seen that the psychological condition of students needs to be relieved by the ideological and political education of college courses. This article mainly conducts research on students' confidence, sense of responsibility, creativity, character, and personality stability from the perspectives of ideological and political education in college courses. Primary schools, junior high schools, and high schools were selected as the research objects, and questionnaires were issued to their students to count the impact of ideological and political education on various aspects of college courses.

Study design: Using stratified cluster random sampling method, 1000 students were surveyed. Randomly select 1 elementary school, junior high school and high school in each of the city, county, and town, randomly select 1 class for each grade, and conduct questionnaire surveys among students in 12 classes. 1,000 questionnaires are distributed, and 979 valid questionnaires are collected.

Methods: Use Excel to calculate the degree of influence of ideological and political education of college courses on their own psychological quality by students of all ages.

Results: Under the influence of ideological and political education concepts, students will have varying degrees of influence on their own psychological quality. Because elementary school students have not yet sound minds, the ideological and political education concept has a greater impact on all aspects of them, while high school students have matured with respect to psychological and physical development, so the effect is small.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact of the assessment The individual subjectively caused a large error. Take the assessment value of 1000 students and take the average, and the

result is determined by rounding off. The specific statistical table is shown in Table 1.

Table 1. The impact of ideological and political education on students' psychological quality.

Factor	Confidence	Sense of responsibility	Creativity	Character	Stable personality
Primary school	5	3	5	5	5
Junior high school	5	4	4	4	3
High school	3	3	4	3	3

Conclusions: Curriculum ideological and political refers to the formation of a pattern of full-staff, full-course, and all-round education, to form a synergistic effect with various courses and ideological and political theory courses, and to "develop people with morality" as the fundamental task of education A kind of comprehensive education concept. Curriculum ideology must not only focus on condensing knowledge base in value dissemination, but also emphasize value guidance in knowledge dissemination, and effectively promote the integration of explicit education and implicit education. This brand-new education model pays special attention to the development of "curriculum ideological and political" as a starting point to actively construct a large ideological and political pattern in colleges and universities, that is, to focus on new achievements, new eras, new ideas, new goals, and new deployments. Begin with new requirements, reconstruct the new curriculum system of ideological and political education in colleges and universities, so as to maximize the promotion of various majors, courses, and all-round development as the main front of ideological and political education for classroom teaching and morality.

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THE CREATION AND INFLUENCE ANALYSIS OF WORKS ABOUT "LI ZIQI" UNDER THE CONDITION OF THE AUDIENCE'S COMPENSATING MENTAL ANXIETY

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Background: Human survival needs are composed of five levels: physical needs, safety needs, belonging and love needs, respect needs, and self-realization needs. With the development of economy and technology, higher-level needs will be more importantly manifested. In addition to simple food, clothing, shelter, and transportation, people's essential survival needs also have more important spiritual needs—aesthetic needs and spiritual destination needs. In the traditional Chinese aesthetic concept, the aesthetic charm of tranquility, harmony, leisure, unrestrained, and primitive simplicity embodies the symbolic characteristics of traditional art and culture. The series of short videos of "Li Ziqi" amplifies this aesthetic feature in traditional Chinese art and culture, breaking the status quo of restraint, tension, depression, and speed caused by modern society, allowing people to escape from reality, Enjoy the idyllic pictures that the video brings to people. The pursuit of peaceful life and aesthetics expressed in these videos is in line with people's subjective psychological consciousness, allowing people to break the real environment of money, competition, and anxiety, eliminate inner depression and anxiety, and return to a peaceful and natural inner state. Li Ziran's series of videos all implement his pursuit of beauty. In addition to satisfying people's essential aesthetic activities, fans can subtly accept the influence and change of China's excellent traditional art and culture. In the series of short videos of "Li Ziqi", the most attractive place for users is that it creates an immersive look and feel for users and the feeling of "These things are very simple and can be done by hand". For example, the issue of playing cotton gave viewers a kind of guidance to play cotton, while the issue of the four treasures of the study, through the description of the pen, ink, paper and inkstone production process, stimulated the audience's desire to explore relevant knowledge. By paying attention to the viewer's emotions, short videos continue to develop new creative modes, allowing viewers to immerse themselves in it and get the most intuitive experience.

Objective: With the rapid development of society, people's life rhythm is gradually accelerating, and the pursuit of a "fast-paced" lifestyle has caused modern people to fall into a whirlpool of anxiety and desire a "slow-paced" life. The aesthetic style of "fast but slow" presented in Li Ziqi's short video just comforts the contemporary people's desire for a "slow life" and helps relieve people's anxiety.

Subjects and methods: The works of "Li Ziqi" can help the audience alleviate anxiety and establish a correct outlook on life and values. It can be seen that the negative emotions of the audience can be effectively alleviated by watching the works of "Li Ziqi". This article mainly studies the relief of the audience's life anxiety, loneliness and physical symptoms from the works of "Li Ziqi". By means of questionnaires, the influence of the works of "Li Ziqi" on its various aspects is counted.

Study design: Using the stratified cluster random sampling method, 1,000 audiences were surveyed. Randomly selected 1,000 audiences of different ages, genders, and occupations to conduct a questionnaire survey. A total of 1,000 copies were distributed, 986 copies were recovered, and the number of valid copies was 979.

Methods: Use Excel to calculate the relief of audience anxiety by the works of "Li Ziqi".

Results: The works of "Li Ziqi" have different effects on the relief of the audience's anxiety. The work of "Li Ziqi" creates a poetic pastoral life in the short video. The video presents the traditional and authentic lifestyle of the Chinese people, allowing modern urbanites to find a sense of spiritual belonging. In the video, they can feel relaxed and beautiful, which can reduce some anxiety and pressure, and effectively relieve mental anxiety.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight relief, 2 means moderate relief, 3 means obvious relief, 4 means sufficient relief, in order to reduce the value in the assessment Individual subjective causes large errors. Take the evaluation value of 1000 audiences and take the average, and the result is determined by rounding off. The specific statistical table obtained is shown in Table 1.

Table 1. The effect of the works of "Li Ziqi" on the audience's anxiety relief.

Factor	Life anxiety	Loneliness	Physical symptoms
Audience	4	4	4

Conclusions: Short videos under emotional design meet people's viewing needs and spiritual satisfaction, opening a new door for the production of short videos in the Internet era. The popularity of Li Ziqi's work has magnified the aesthetic characteristics of traditional Chinese art and culture, and broke the current situation of restraint, tension, depression, and rapidity caused by modern society, allowing people to escape from reality and enjoy the video brought to people Idyllic picture. The pursuit of peaceful life and aesthetics expressed in the video is in line with people's aesthetic appeals. It can eliminate inner depression and anxiety, return to a peaceful and natural inner state, and effectively relieve the audience to compensate for mental anxiety.

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FORECASTING METHOD OF VOCAL TRAINING PREFERENCE BASED ON BEHAVIORAL PSYCHOLOGY

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Background: Behavioral psychology is a school of psychology originated in America in the early 20th century. According to the view of behavioral psychology, psychology should not only study consciousness, but also study behavior. Behavior is the combination of various bodily responses that an organism uses to adapt to environmental changes. Vocal music teaching is one of many behavioral trainings, so it follows the basic rules of behavioral training. In the teaching, the teacher only then understands the positive behavior way, can solve in the teaching meets the practical question. In the research thinking of behavioral psychology, we assume that students exhibit a behavior we call "outcome", and there must be an "internal" or "external stimulus condition" to promote this behavior. Causes produce results, and the relationship between results and causes, behavioral psychology studies is one of the laws. One of the most significant training in behavioral psychology is reinforcement training, which can predict the preference of vocal music training. With the development of modern education, many theories and methods of psychology have been integrated. The philosophy of "teaching by playing" has become a necessary part of educational philosophy. The positive effect of behavioral psychology on vocal music training is to let students have fun in class, to study actively,

to accomplish their learning goal quickly and effectively in a relaxed and happy atmosphere.

Objective: The students with good mental state can overcome their tension effectively, and perform the songs according to the teacher's requirements and their own understanding of the repertoire, thus achieving satisfactory learning results. Sometimes, they can even tap into their potential and reach beyond their means. On the contrary, the students with bad psychological state have negative learning of vocal music. Therefore, from the perspective of behavioral psychology, this paper predicts the students' vocal music training preferences to ensure their good psychological state.

Subjects and methods: Behavioral psychology can effectively predict students' preference for vocal music training and help students to establish a correct view of learning. This paper investigates and analyzes the predictive behavior of vocal music learning from three aspects: interest, self- confidence and self-control. The ability of behavioral psychology to predict vocal music preference was statistically analyzed by using questionnaires.

Study design: Questionnaire about vocal music preference was distributed to 1000 students, and the questionnaire was required to be completed once for all. The time for each student to complete the questionnaire was about 15-20 minutes. A total of 1000 copies were distributed, 974 were recovered and 961 were valid.

Methods: Using Excel statistics affect vocal music preferences factors.

Results: Interest in learning is the core factor of students' enthusiasm and consciousness. "Singing is the art of expressing emotion through beautiful musical sounds. It is difficult for a vocal practitioner to get into the state of singing without strong interest in learning, let alone performing a musical composition. Students with low self-esteem and low self-confidence are most likely to have nervous learning psychology. They always doubt their own ability, easily exaggerate their tension and anxiety, in front of teachers and classmates always feel others with critical eyes to look at themselves, so in vocal music learning is often helpless, embarrassed. People's emotions are influenced and conditioned by consciousness and willpower. The cerebral cortex is the organ of controlling emotion, which can regulate the subcutaneous nerve process. That is to say, people can consciously control and regulate their emotions. Therefore, the students should try their best to control their emotional changes with their will in vocal music training.

The results of this survey use 0-4 five levels of quantitative specific factors influence value, 0 means nothing, 1 means a slight impact, 2 means a general impact, 3 means a significant impact, 4 means full impact.

Table 1. Factors affecting vocal preference.

Factor	Interest	Self-confidence	Self-control force
Vocal preference	4	3	3

Conclusions: Behavioral psychology is a complete subject, which has a positive guiding significance to vocal music training. The technical and technical ability of vocal music training directly affects the quality of vocal music externalization. Without skillful vocal music technology, even with rich imagination and unique personality, it is impossible to express it vividly and accurately through one's own interpretation. However, vocal music technology is not a purely physiological skills, it is also subject to certain psychological factors. Thus, it can be seen that vocal music training is a very complex organizational activity. However, the teaching process of skills and skills is also faced with complicated problems. Therefore, in the process of vocal music teaching, teachers should not only improve their self-cultivation, set a good example, but also actively learn from other subjects such as psychology, aesthetics to optimize their teaching methods, update their teaching methods, so as to achieve the prediction of students' vocal music training preferences, improve students' psychology in learning vocal music, and make full use of the emotional effect between teachers and students to achieve the harmonious development of teaching and learning.

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THE EFFECT OF NEW MEDIA MARKETING INTEGRATED WITH PROFESSIONAL COURSE TEACHING IN HIGHER VOCATIONAL COLLEGES ON ALLEVIATING COLLEGE STUDENTS' ANXIETY DISORDER

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Background: With the advent of the 5G era and the promotion of the "Internet Plus" program, short video, small programs, Internet red economy, sharing economy and other new Internet words emerge in endlessly, and new media penetrate people's daily life more quickly, which leads to the formation of different degrees of anxiety. Anxiety is a neurological disorder characterized by paroxysmal or persistent tension with sympathetic hyperfunction and motor restlessness. College students are in a certain stage of physiological maturity and immaturity, facing more and more challenges in the society, the pressure of study and employment is increasing, which leads to students' psychological obstacles. In the crowded and noisy living environment, it is easy to cause the university students to be fidgety, tired, slow, even the serious anxious condition. In interpersonal communication, whether we have a correct understanding of ourselves and others, whether there is envy, suspicion, arrogance, stubbornness and other unhealthy mental states, whether there is disrespect for others, demanding behavior, etc., will directly affect college students' interpersonal communication. Due to the lack of communication skills, resulting in the loss of interest in communication, resulting in interpersonal occasions passive, isolated situation, which feel nervous, anxious, at a loss. Nowadays, college students are faced with the change of study mode, the increase of study task and study pressure, the severe work competition environment, and most of them are only children, with outstanding personality and poor psychological endurance. Some college students leave their parents for the first time to study in other places, and the factors such as uncomfortable life style and habits, poor handling of interpersonal relations, improper handling of love problems, and contradictions caused by living together in collective dormitories, etc., have increasingly prominent mental health problems, and the number of students suffering from depression and anxiety has increased.

Objective: Internet technology has a great impact on our economy, and the development of new media technology has promoted the improvement of our country's marketing model. Through the integration of the curriculum, we can effectively enhance the teachers, optimize the selection of teaching materials, improve teaching methods, improve the assessment system and other optimization strategies.

Subjects and methods: New media marketing is an interdisciplinary subject, which includes not only the basic theoretical knowledge of management and marketing, but also Internet technology, copywriting, material arrangement, video recording and so on. The integration of new media marketing into the teaching of professional courses in higher vocational colleges can relieve the anxiety of college students.

Study design: Questionnaires about anxiety were distributed to 600 college students, and they were asked to complete the questionnaires at one time. Each student filled in the questionnaires for about 10 to 15 minutes. A total of 600 issued, 583 recovered, the number of effective copies of 567.

Methods: Using Excel statistics of new media marketing into professional courses in vocational colleges to alleviate the effect of anxiety disorders. The teaching of new media marketing course can urge college students to set up correct outlook on life and world. College students encounter difficulties, setbacks and other problems, not to focus on not impetuous, thus always maintain normal psychological activities. Correct learning attitude, help to increase and stimulate learning enthusiasm, maintain a strong fighting spirit, uplift the spirit. Good psychological quality depends on peacetime exercise and training, strengthen physical training, can cultivate good psychological character.

The results of this survey use 0-4 five levels of quantitative specific factors influence value, 0 means nothing, 1 means a slight impact, 2 means a general impact, 3 means a significant impact, 4 means full impact.

Table 1. Psychological anxiety relief of new media marketing to college students.

Factor	View of right and wrong	Attitude to learning	Physical exercise
University student	4	4	3

Conclusions: Anxiety is a complex emotional reaction caused by psychological conflict or frustration. It is an unpleasant emotion, usually interwoven with feelings of worry, nervousness, disappointment, restlessness, fear, anxiety, shame, etc. It ranges from being overly concerned with the present or future to feeling frightened. Moderate anxiety can enhance people's vigilance, help people to overcome the difficulties encountered, but there is no clear cause or excessive anxiety is harmful. Current anxiety is a common psychological problem among college students. At least 30 million people under the age of 17 are suffering from a variety of emotional and behavioral disorders, according to the National Health Service. But in the university student crowd, frequently has anxious uneasy, the fear, the depressed and so on anxious sickness pathological target person, at present already surpassed university student total number 16%.New media marketing can help students establish self- confidence, improve their sense of self-efficacy and achievement level, stimulate and maintain their interest in learning, and reduce anxiety factors in learning and examination so as to meet the requirements of popular higher education.

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ANALYSIS ON THE INTERVENTION OF IDEOLOGICAL AND POLITICAL EDUCATION IN JUVENILE PSYCHOTHERAPY

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Background: Juvenile mental illness is a temporary state of mental imbalance, which is caused by physical, emotional, cognitive and behavioral abnormalities when individuals are unable to cope with major stress events. The occurrence of psychiatric diseases is often unpredictable, and urgent, and after the occurrence of a risk, not only will endanger daily life may also cause life danger, in addition to physical disease is everyone at different stages of life may be produced, so psychiatric diseases with paroxysmal, dangerous, urgent and universal four characteristics. The intervention of ideological and political education is a series of intervention measures including psychological assistance and psychological counseling after the emergence of juvenile psychiatric diseases. In terms of mechanism, the intervention of ideological and political education is to help those who have mental diseases to restore their psychological balance and to achieve normal emotional, physiological, cognitive and behavioral conditions. The intervention of ideological and political education includes not only the treatment of psychiatric diseases, but also the prevention education before psychiatric diseases and the continuous psychological assistance after mental diseases. Therefore, the intervention of ideological and political education, not only for the students suffering from juvenile mental illness, but also for all college students, this is to improve the mental health of the whole students.

Adolescents belong to a special group in society, and the activities in school and the handling of interpersonal relations tend to be complicated. Adolescents are generally aged 12-18, which is the initial period of growth in physiology, but gradually mature in psychology but not really mature. Therefore, in dealing with the pressure of school activities and complex interpersonal relationships on the relatively weak, it is easy to produce psychological conflict, resulting in psychological imbalance. In addition, the school students come from various places, poverty, family conditions, cultural customs and many other aspects are different, students' values and outlook on life will have some psychological contradictions in the exchange, resulting in psychological crisis.

Objective: College education has been the topic of social concern. In recent years, college students commit suicide frequently, and their psychological condition appears certain crisis. Therefore, the establishment of ideological and political education intervention system has become an important measure to solve the problem of juvenile psychiatric treatment, and the ideological and political education work in colleges has great significance in psychological crisis intervention.

Subjects and methods: Ideological and political education is an important measure to deal with the frequent psychological crisis of college students. It plays a guiding and educational role when students have psychological crisis. The intervention of ideological and political education can promote the treatment of juvenile psychosis.

Study design: Five hundred 12–18-year-old students were asked to complete the questionnaire about psychological crisis in one time, and the time for each student to complete the questionnaire was about 15-20 minutes. A total of 500 issued, 489 recovered, the number of effective copies of 476.

Methods: Using Excel statistics ideological and political education intervention effect.

Results: Ideological and political education work can effectively guide students' values and ensure their correct concepts of right and wrong. Ideological and political education is to educate students in moral character and political concept so that they have ideal and ambition in life and guide them to form faith and correct values. The intervention of ideological and political education can promote the healthy growth of students in their life and study. Ideological and political education is a part of higher education, which is mandatory and procedural to some extent. Therefore, we can take the ideological and political education as the breakthrough point to improve the students' health level. Ideological and political education can relieve the psychological crisis of students to a certain extent. Promote students' mental health development. The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact.

Conclusions: The intervention of ideological and political education is an effective mechanism to prevent and deal with juvenile mental diseases. When constructing the intervention system of ideological and political education, colleges and universities should take the ideological and political education work as the

starting point, make full use of the human resources of ideological and political education workers, guide students' values and outlook on life correctly, guarantee students' psychology and promote students' healthy growth and talents. Therefore, the intervention of ideological and political education has a strong role in promoting students' self-growth, developing comprehensive quality and alleviating psychological pressure.

Table 1. Intervention effects of ideological and political education.

Factor	Values	Level of health	Relieve psychological crisis
Student	4	4	4

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RESIDENTS' WILLINGNESS TO PAY AND THE INNOVATION PATH OF FOREST ECOLOGICAL SERVICE MARKETIZATION FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: With the acceleration of my country's urbanization process, the deterioration of the urban ecological environment has become increasingly obvious. With economic development and the improvement of urban residents' living standards, residents' desire to improve the urban ecological environment has become increasingly strong, and ecological needs have become residents. The first demand for environmental construction. Although urban forest construction is an effective way to improve urban air quality and strengthen urban greening, under the circumstances of limited financial resources and tight urban greening area, there is an urgent need to explore the multi-subject supply mode of urban forest ecological services. Urban forest ecological services refer to the ecological services provided by urban forests, such as purifying the atmosphere, improving the urban microclimate, cooling and increasing humidity, reducing the "heat island effect", sequestering carbon, and reducing noise. Urban forest ecological services belong to the category of public services. With a certain government supply, the active participation of residents will greatly improve the urban ecological environment. Non-governmental supply includes two types of supply: market-based supply and voluntary supply. The market-based supply method refers to a way for profit-making organizations to provide ecological services based on residents' demand for the urban forest ecological service market, for profit, and to compensate their expenditures in a fee-based manner, specifically including market-based compensation and community greening market-based Supply and other two forms. Voluntary supply refers to a way in which individual citizens and units raise funds freely and partly in the form of donations or public welfare lotteries, which are directly or indirectly used for the supply of urban forest ecological services. The prerequisite for the successful development of these two methods is that the residents' willingness to pay must be met. The large and medium-sized cities in my country have serious ecological environmental pollution, and urban residents have higher material living standards and greater environmental awareness, which has laid the foundation for residents to participate in the supply of urban forest ecological services.

Objective: At present, the main body of the supply of urban forest ecological services is the government. However, with the development of the urban economy and the improvement of residents' environmental awareness, residents' willingness to pay for urban forest ecological services has also increased. The government provides urban forest ecological services with multi-subjects in terms of supply. The coordinated effect of market-oriented supply and voluntary supply will be brought into full play to promote the improvement of the quality of the urban ecological environment. Residents in the surrounding areas of the urban forest believe that they have obtained more and better ecological services and therefore have a stronger willingness to pay. Therefore, the urban forest ecological compensation policy can be carried out first from the surrounding areas of the urban forest, and then gradually expand the urban forest ecological services. The scope of market supply. The implementation of the voluntary supply method not only requires media publicity and education and effective organization at the grassroots level, but also needs to further improve the residents' personal credit system, and incorporate residents' social participation information into the personal credit system, which will generate greater incentives for voluntary supply effect.

Subjects and methods: The process of urbanization in China is accelerating and the number of urban populations has increased dramatically. The traditional urban greening measures in the past have not been able to meet the needs of urban residents for multi-functional ecological consumption in terms of space and

efficiency. Only by creating urban forests can the urban ecological environment be improved. This article mainly investigates and analyzes the residents' willingness to pay and the market-oriented innovation path of forest ecological services from the perspective of positive psychology. By issuing questionnaires, statistical analysis of the effects of positive psychology.

Study design: A questionnaire was issued to 500 urban residents. The questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 15-20 minutes. A total of 500 copies were issued, 479 copies were recovered, and the number of valid copies was 463.

Methods: Use Excel to calculate the application effect of positive psychology on residents' willingness to pay and the market-oriented innovation path of forest ecological services.

Results: Positive psychology can improve the self-discipline consciousness of urban residents and protect the ecological environment of urban forests. At the same time, with the improvement of living standards and the growth of economic income, positive psychology is conducive to strengthening residents' environmental awareness. As residents have demand for urban forest ecological services, their motivation to participate is stronger. Residents are more willing to contribute to the improvement of the urban ecological environment, which has a strong incentive effect.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 500 residents' evaluation value and take the average, and the result is determined by rounding off. The specific statistics table obtained is shown in Table 1.

Table 1. Effect of positive psychology application.

Factor	Motivating effect	Environmental awareness	Restraint behavior
City dweller	3	3	4

Conclusions: As a public product, urban forest ecological services urgently need to establish a reasonable and stable diversified supply mechanism to ensure reasonable investment in urban forest construction, thereby speeding up the process of urban ecological environment construction. Due to the contradiction between the deteriorating urban ecology and the sustainable development of the urban economy, the contradiction between the increasing ecological needs of residents and the reduction of urban green natural space is still prominent, urban forests, which have the effect of improving the urban ecological environment, are receiving more and more attention. Pay more attention. Urban forest ecological services belong to the category of public services. Due to the limited government financial funds, there is a general phenomenon of insufficient investment. However, with the improvement of the living standards of urban residents and the enhancement of residents' environmental protection awareness, more residents will be willing to participate in the supply of urban forest ecological services, which will help to create a situation of diversified supply of urban forest ecological services.

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APPLICATION OF COLLEGE STUDENTS' PHYSICAL EXERCISE BEHAVIOR AND AEROBIC EXERCISE IN ADULTS' PSYCHOLOGICAL ANXIETY

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Background: The anxiety caused by social pressure causes adults to produce various behavioral disorders, which are mainly manifested in the problems of substance abuse and dependence, eating disorders and Internet addiction. Aerobic exercise refers to physical exercise performed by the human body under the condition of sufficient oxygen supply, that is, during the exercise, the oxygen inhaled by the human body is equal to the demand, reaching a physiological equilibrium state. A large number of studies have found that aerobic exercise can broadly increase the speed of fat decomposition in the body. The mechanism is to increase the activity of key lipoprotein lipase and liver lipase enzymes in muscles, liver and other tissues.

Aerobic exercise can also reduce blood lipids that cause arteriosclerosis and increase the level of protective factors against arteriosclerosis. Aerobic exercise can also reduce lipid peroxidation, increase free radical scavenging ability, and reduce the harm of free radicals to the human body. In the method of increasing bone calcium absorption and reducing bone loss, aerobic exercise can also significantly increase bone density. Aerobic exercise can also enhance self-confidence, reflect self-worth, improve personality, enhance happiness experience, reduce depression, and reduce the occurrence of mental illness. In addition, aerobic exercise plays an important role in the prevention and treatment of aging, obesity, cardiovascular disease, diabetes, and respiratory diseases. Aerobic exercise can improve the mood and sense of well-being of patients with substance use disorder, improve the excessive anxiety of patients with eating disorder about weight and body shape, and effectively divert the attention of patients with Internet addiction and reduce internet dependence.

"Anxiety" is a state of tension, worry, and anxiety caused by a certain stimulus. "Anxiety response" is a normal psychological phenomenon. Anxiety arises when a person's desire is not fulfilled for a long time or the possibility of fulfillment is small. If the severity is serious, it is a disease such as "anxiety disorder." Anxiety disorders often have a psychological problem that they cannot get rid of and are unwilling to face. Anxiety is only the manifestation of contradictions and conflicts, which can be used as a defense mechanism to avoid contact with the deeper troubles. At present, there is an increasing trend of anxiety and the incidence of anxiety among adults. It is urgent to explore the prevention and treatment of adult anxiety.

Objective: Aerobic exercise, known as aerobic metabolism exercise, it is relative to anaerobic exercise, refers to the aerobic metabolism of the cell to provide energy movement, its characteristics is low intensity, rhythm, uninterrupted, long duration. Contemporary adult life and learning pace has changed greatly, interpersonal relationship is more tense, at the same time by family and social pressure and other multiple, the mood is more impatient, emotional impulse. On the one hand, aerobic exercise can increase the human body's demand for oxygen, improve the body's oxygen consumption, improve the cardiopulmonary function; On the other hand, it can distract attention and transfer the experience of anxiety, so as to ease body and mind, regulate emotions and reduce anxiety symptoms.

Subjects and methods: Anxiety disorder has become a common mental illness in adults, affecting the study and life of adults. Exercise can prevent and treat anxiety. According to the onset of adult anxiety, it is proposed that aerobic exercise can be used to prevent and treat adult anxiety. This article mainly investigates and analyzes the degree of aerobic exercise to alleviate the psychological anxiety of adults. By issuing questionnaires, statistical analysis of the effects of aerobic exercise.

Study design: The questionnaire was distributed to 500 adults, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 15-20 minutes. A total of 500 copies were issued, 489 copies were recovered, and the effective number of copies was 473.

Methods: Use Excel to calculate the relieving effect of aerobic exercise on adults' psychological anxiety.

Results: Aerobic exercise can effectively regulate the anxiety of adults, relieve psychological tension and pressure, thereby forming a more stable psychological state. Adults engaging in physical activities that are in line with their age and interest characteristics can make the excitement and inhibition of the cerebral cortex tend to be coordinated. In particular, long-term low-intensity aerobic exercise has an irreplaceable special effect on regulating adults' mental illness. It is one of the effective means to reduce anxiety.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 500 adult ratings and take the average. The results are rounded off to determine the results. The specific statistical table is shown in Table 1.

Table 1. Relief effect of aerobic exercise on adults' psychological anxiety.

Factor	Mental state	Excitement	Physical conditions
Adult	3	3	4

Conclusions: Aerobic exercise influence on adult behavior disorder is mainly embodied in that aerobics exercise on adult substance use disorders, eating disorders, plays a positive role on Internet addiction, aerobic exercise can make some students with behavior disorder change thinking and ways to deal with problems, to make them out of inferiority, depression and show confidence, strong and vibrant. Physical exercise is one of the effective means to treat mental illness, and aerobic exercise has a positive effect on the physical health of adults. Regular participation in aerobic exercise can improve physical quality, enhance the resistance of the human body to disease, make people energetic into daily study, work and life, so as to shape the healthy body of adults, for adults to lay a solid physiological foundation for mental health.

Political Reform and Practice of PSCP Mode in PE Curriculum in Colleges and Universities" NO.2021XJJG022.

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THE EFFECT OF SUPPLY-SIDE STRUCTURAL REFORM IN PROMOTING THE VIRTUAL ECONOMY TO SERVE THE REAL ECONOMY——AN EMPIRICAL ANALYSIS BASED ON THE THEORY OF CONSUMER PSYCHOLOGY

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Background: After the reform and opening up, China's economy began to develop, especially after the 1990s, the shortage of material supply in China gradually improved. Affected by the US financial crisis in 2008, China's national economic growth slowed down and began to enter a new round of adjustment cycle. After 2011, China's economy began to grow slowly and entered the new normal of rapid growth. At this time, the national economy gradually developed. While getting material satisfaction, people began to pursue psychological and spiritual satisfaction. The consumption mode has changed from daily demand consumption to psychological demand consumption. Consumer psychology is becoming increasingly prominent in the current economic development. In this economic context, national demand seems to have become a restrictive factor in China's economic growth. For a long time, China has been inclined to use Keynesian demand management to guide China's economic development, but this is no longer suitable for the current new economic normal. Based on the theory of consumer psychology, it can be recognized that China's economic development is still in a superficial state of insufficient demand, covering up the essence of the imbalance between supply and demand. Whether the supply can meet the needs of consumers needs to be paid enough attention at this stage. Consumer psychological demand can guide market supply, and market supply can stimulate consumer psychological demand. Aggregate supply and aggregate demand are two important factors in economic development. The two factors complement each other and are indispensable. In order to adapt to the new trend of China's economic development, only when the total supply and demand play their own role can we ensure the sustainability of China's economic development.

At present, new technologies represented by the Internet, big data, cloud computing and artificial intelligence are deeply integrated with the real economy. While transforming the traditional economy, it also gave birth to a new real economy. With the deepening of the supply side structural reform, the traditional business philosophy, marketing mode and service mode of the real economy have been unable to meet the needs of economic development. We should comply with the trend, actively adapt to the new changes in economic development, and actively explore transformation and upgrading. Under the supply side structural reform, we should improve the supply constraints through the government's macro-control, stimulate the consumer demand with the virtual economy service and the real economy, and meet the consumer psychology, so as to make the supply side structural reform achieve good results in promoting the virtual economy to serve the real economy.

Objective: The new real economy represented by "Internet +" takes innovation as its important driving force. Under the guidance of the new round of technological revolution, new technologies represented by big data, cloud computing, and artificial intelligence are transforming and upgrading traditional industries while transforming and upgrading traditional industries. It has also promoted the development of the physical industry in the direction of mobility, intelligence, and data, and has become a new trend of technological development. Make traditional industries have more resources for industrial innovation, establish links between products and consumers, and guide consumers to consume while considering consumers' needs. Therefore, analyzing the theory of consumer psychology and obtaining specific practical results can effectively speed up the mechanism construction, product and service innovation capacity construction of enterprises, enhance the ability of sustainable development, drive their own industrial development and improve the competitiveness of enterprises while stimulating consumer demand.

Subjects and methods: Supply-side structural reforms can effectively promote virtual economy services and the real economy. This shows that the effective effects of supply-side structural reforms can be specifically studied through the theory of consumer psychology. Six large, medium and small enterprises are selected as the research objects, and questionnaires are issued to their employees to calculate the effect of supply-side structural reforms in promoting the virtual economy to serve the real economy.

Study design: A questionnaire was issued to a total of 500 employees in six companies, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 15-20 minutes. A total of 500 copies were issued, 487 copies were recovered, and

the number of valid copies was 461.

Methods: Use Excel to calculate the supply-side structural reform to promote the effect of the virtual economy in serving the real economy.

Results: Under the theory of consumer psychology, supply-side structural reforms can effectively promote the development of the virtual economy of enterprises, thereby driving the development of the real economy of enterprises. Consumer psychology can improve the effective analysis of the status quo of enterprises after undergoing supply-side structural reforms.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 500 employees' evaluation values and take the average, and the results are determined by rounding off. The specific statistics table is shown in Table 1.

Table 1. The effect of supply-side structural reforms in promoting the virtual economy to serve the real economy.

Factor	Improve corporate efficiency	Create a good working atmosphere	Promote transformation and upgrading	Introduce professionals
Large enterprise	4	3	4	3
Medium-sized enterprise	3	4	3	4
Small companies	3	3	3	3

Conclusions: The two economic forms of virtual economy and real economy constitute the new pattern of the modern economic system. The changes in the economic virtualization trend, from many appearances, the virtual economy and the real economy seem to have been separated, and the virtual economy is getting farther and farther away from the real economy in terms of scale and growth rate, and has increasingly become a relatively independent field of economic activity. From the perspective of total supply, changes in the input of production factors (capital, labor) and the efficiency of the combination of factors (total factor productivity) will change the economic output, which is consistent with the theory of consumer psychology. At the same time, the theory of consumer psychology also believes that business cycle fluctuations are a direct manifestation of the contradiction between supply and demand. The existing supply cannot meet the psychological needs of consumers at this stage, resulting in the current economic reality of China is the mismatch between supply and demand. Only by adhering to the supply side structural reform of total supply and total demand can China's economic operation be on track, adapt to the development trend of the times, meet the theory of consumer psychology, and promote the development of China's virtual economic services and real economy.

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THE EVALUATION METHOD OF HIGH-LEVEL PROFESSIONALS IN HIGHER VOCATIONAL COLLEGES BASED ON THE FUZZY OPTIMAL MODEL FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the study of human learning, the effects of educational intervention, teaching psychology, and the social psychology of school organization in an educational context. The focus of educational psychology is to apply the theories or research findings of psychology to education. Educational psychology is a science that studies the basic psychological laws of middle school and teaching in the educational and teaching context. It mainly studies the psychological process of the interaction of teaching and learning between teachers and students in the educational and teaching context, and the

psychological phenomena in the process of teaching and learning. Although educational psychology is closely related to the basic theories of general psychology, it mainly studies the laws of students' psychological phenomena and psychological development under the conditions of education and teaching, so it has its own characteristics. The relationship between educational psychology and pedagogy is also very close. Because education is a complex and meticulous work of cultivating people, it is necessary to realize the educational goals effectively and quickly, so that students can develop in moral, intellectual, and physical aspects, and become people who meet the requirements of society. With the help of educational psychology, we can deeply discover and master the laws of students' physical and psychological changes and development; and provide a psychological basis for clarifying the training goals of a certain stage of education, selecting educational content and methods.

Fuzzy comprehensive evaluation is widely used in the evaluation system, and the specific level evaluation method is proposed through the calculation of the degree of superiority, which makes the fuzzy optimization model practical. The fuzzy optimization approach has the characteristics of rigorous theory, clear concept, simple and practical calculation, and it is an effective method to solve the fuzzy optimization problem of large-scale systems.

Objective: As a school for cultivating applied talents, higher vocational colleges should actively explore a model that is more in line with the goal of talent training, and improve the ability to match the professional structure of higher vocational schools. Therefore, based on the perspective of educational psychology, the high-level professional ability of higher vocational colleges is evaluated through the fuzzy optimization model, and specific improvement plans are obtained based on the evaluation results. This is of great significance for optimizing the development system of higher vocational colleges.

Study design: Starting from the changes in the regional industrial structure and the matching of the professional structure of regional higher vocational colleges, an index system for evaluating the matching of majors and industries is constructed. On this basis, fuzzy sets are used to establish higher vocational education based on the fuzzy optimal model from the perspective of educational psychology. The high-level professional evaluation methods of colleges and universities enable all vocational colleges to comprehensively evaluate and understand the level and ability of each professional, and provide guidance for the adjustment and optimization of the professional structure of regional vocational colleges.

Methods: Use Excel to count the high professional level of higher vocational colleges.

Results: Among the 3 randomly selected higher vocational colleges, their talent training and teaching conditions all have good professional level ability, and the employment situation of students and the teaching staff are different according to the own abilities of the higher vocational colleges. Therefore, the fuzzy optimization model can effectively evaluate high-level majors in higher vocational colleges.

According to the survey results, the professional level of higher vocational colleges with a ratio greater than 1 is rated as very good, professional levels greater than 0.8 and less than 1 are good, professional levels greater than 0.6 and less than 0.8 are good, and majors greater than 0.5 and less than 0.6 Generally speaking, a professional level greater than 0.4 and less than 0.5 is considered poor, a professional level greater than 0.2 and less than 0.4 is considered poor, and a professional level with a ratio less than 0.2 is considered very poor. For quantitative indicators, experts from inside and outside the school are hired to score comprehensively. The statistical table obtained is shown in Table 1.

Table 1. The high professional level of vocational colleges.

Factor	Student employment	Talent development	Faculty ability	Teaching condition
Higher vocational college A	0.49	0.94	0.59	0.92
Higher vocational college B	0.47	0.85	0.63	0.91
Higher vocational college C	0.54	0.87	0.57	0.89

Conclusions: Educational psychology does not simply apply the knowledge of general psychology to explain or explain the phenomenon of education and teaching, nor does it treat the process of education and teaching as a general process of psychological activities, but to reveal that under the influence of education and teaching, students The changes and control laws of the functional system caused by the exchange process and interaction of external information and internal information. The object of educational psychology research is the student's psychological activities and the law of development under the influence of education and teaching. For example, students master the psychological laws of knowledge and skills, ethics and the formation of their personality. The relationship between student's physical fitness and psychological development, as well as the psychological factors that affect each other between students and teachers, students and students, are also the objects of educational psychology research. Through the fuzzy optimization model, effective evaluation of high-level majors in higher vocational colleges is carried

out.

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MAIN OUTCOME MEASURES: THE INFLUENCE OF VOCAL MUSIC TEACHING ON ALLEVIATING COLLEGE STUDENTS' ANXIETY

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Background: With the development of society and the intensification of competition, people's self-cognition and values have been evolving and deepening. Especially in institutions of higher learning students, there is a self-cultivation, building the future of the problem, so more attention to their own achievements and honor. However, by experience, the environment, adaptation, such as the ability to identify and withstand the constraints and judgments, its pressure has become increasingly prominent. Music art curriculum is easy to be ignored or ignored in students' mental health education. Many people feel that professional performers will come on the stage frequently and appear again and again. Naturally, they should not be nervous, nor can they be nervous. Most professional teachers will focus on the training of students' voice skills and neglect the training and cultivation of students' psychological quality, which will lead to students' good performance in the usual classroom practice. Once they encounter competitions, exams and other major scenes, they will feel uncomfortable, and their psychological state will be seriously unbalanced and "acting anxiety" will appear. Students majoring in vocal performance will experience different degrees of nervousness when they perform or perform nearby, which will affect performance or examination. Due to the fear of failure and lead to fear of the stage, so that students lose the desire to stage performance.

Objective: Psychological health of college students majoring in music is easy to be ignored. Through carrying out vocal music teaching for two months on 30 college students with different levels of anxiety, this paper probes into the influence of intervention of vocal music teaching on college students' anxiety.

Objects and methods: Through a questionnaire survey, 60 college students with anxiety symptoms were selected from different grades and majors as reference objects. Among them, 40 were boys and 20 were girls, all between 18-24 years old, and they were averaged. There are two groups, one is the control group, and the other is the observation group. The Hamilton Anxiety Scale (HAMA) was used to score the degree of anxiety before the experiment. The Hamilton Anxiety Scale includes 14 items such as fear, insomnia, and depression. It can comprehensively evaluate the degree of anxiety of students. These 14 items are further divided into physical anxiety and mental anxiety. Normal teaching was carried out for the control group, and music teaching was added to the normal teaching for the observation group. After 8 weeks, the students' anxiety level was scored and the comparison results were observed. When the students in the observation group choose their favorite music, professional vocal teachers will guide the vocal music. During the period, students are encouraged to try, never beat or scold students, observe their psychology, and give professional advice in time.

Generally speaking, because the students with anxiety disorders are depressed and have low consciousness of actively participating in music activities, we consider listening in the early stage of intervention, and the real listening should be the listening of the heart rather than the listening of the reason. At the beginning, we can choose the music that corresponds to the emotion of the students, so that the students can feel the existence of another kind of emotion similar to their own experience. Then choose narrative meditation music. Under the hint of the teacher, let the music help students to understand the background of the real depression. Later period chooses the bright, open, positive music generally. Let the students go to the positive and optimistic situation together with the music emotion. Additional, later period also can consider to use remake a law. Guide the students to carry out some percussion music practice, let them feel the rhythm of tension stimulation, to alleviate and stabilize anxiety.

Results: Students' behavior records before and after the integration are shown in Table 1.

Conclusions: The results showed that the anxiety of the students was significantly improved after the implementation of integration teaching intervention. Music is a special language with physiological, therapeutic, emotional and memory effects, which can regulate the physiological functions of respiration, circulation and endocrine system. Its effects on human psychology are complex and varied. The intervention of integrated teaching also aroused the willingness and enthusiasm of the students to participate in the

intervention treatment, and promoted the students to take the initiative to study.

Table 1. Students' behavior records before and after integration intervention.

Test index	Observation group		Control group	
	Before intervention	After the intervention	Before intervention	After the intervention
HAMA score	17.8±8.7	12.8±4.1	17.9±8.6	17.6±7.8
Physical anxiety score	9.5±4.8	8.0±1.3	9.4±3.2	9.2±3.5
Mental anxiety score	7.3±6.2	4.8±2.8	7.5±6.8	7.6±5.7

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EDUCATIONAL INFORMATIONIZATION FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY PROMOTES EQUITY ALLOCATION OF HIGH-QUALITY BASIC EDUCATIONAL RESOURCES

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Background: Social psychology is a science that systematically studies the essence and causes of people's social behavior in the social environment and predicts its development law. And in the era of knowledge economy, education as a cultural resource, its role and status are improving day by day. However, in China, with the development of society, the contradiction between the expansion of education demand and the shortage of education supply has become increasingly prominent. Education unfairness has become an important factor restricting the healthy and rapid development of education. The fair allocation of educational resources has increasingly become a hot spot. Problem social justice is the essential requirement of modern Chinese society and the key to building a harmonious society. Educational equity is the extension and embodiment of social equity values in the educational system, and it is an important part of social equity. The realization of educational equity is the embodiment of social democratic progress and an important indicator to measure a country's educational development level. Therefore, promoting educational equity has important practical significance for building a socialist harmonious society.

The six qualities of humanities, scientific spirit, learning to learn, healthy life, responsibility and practical innovation are the core qualities for the development of Chinese students. From the perspective of social psychology, any kind of performance is based on the result pursuit of the interaction between individual and society. Educational inequity is classified according to different foundations. The education starting point is unfair, the education process is unfair, the education result is unfair, the education investment is insufficient, the education opportunity distribution is unfair, and the education system is structurally unequal. Unfair enrollment policies in the field of education, unfair distribution of educational resources and so on. The unfair distribution of educational resources should include three aspects: the unfair distribution of basic education and higher education resources, the unfair distribution of educational resources in key schools and ordinary schools, and the unfair distribution of educational resources in urban and rural areas.

Objective: From the perspective of individual, group and social interaction, social psychology studies the social psychological phenomena of the occurrence, development and change law of psychological activities under specific social living conditions. Its research contents mainly include people's social perception, social cognition, attitude, social identity, prejudice, social influence, group individuals, interpersonal attraction and prosocial behavior. Social psychology is a complex phenomenon of social consciousness and a complex system with three-dimensional cross structure. In the era of knowledge economy, education as a cultural resource, its role and status are improving day by day, and gradually become the core of social structure. Because education plays a key role in a country or nation, is the basis for cultivating talents, and plays a leading and overall role in economic and social development. For personal growth, education also has a vital impact, which is related to personal development and quality of life. However, in China, with the development of society, the contradiction between the expansion of education demand and the shortage of education supply has become increasingly prominent. The lag of educational development and educational inequality have become important factors restricting the healthy and rapid development of education, and the issue of educational equity has attracted more and more attention. A hot issue. Therefore, analyzing the effect of educational informatization from the perspective of social

psychology can promote the fair distribution of high-quality basic education resources.

Study design: Using the stratified cluster random sampling method, 1,000 students were surveyed. Randomly select 10 universities, randomly select 100 students from different majors and different grades, distribute 1,000 questionnaires about their studies, and retrieve 974 valid questionnaires.

Methods: Use Excel to statistic education informatization to promote the fair distribution of high-quality basic education resources.

Results: Informatization has incomparable advantages in resource allocation, which can break through the boundaries of time and space and the high-speed flow of information. With the help of multimedia and network technology, the monopoly of high-quality educational resources by a small number of regions and schools is broken, so that high-quality educational and teaching resources can be shared, and all educated persons can get the same opportunity to enjoy high-quality educational resources. Through a large amount of educational information resources, with the help of information networks, a cross-interactive communication platform is built between the educated and educated to realize personalized learning and personalized teaching. With the help of modern distance education technology, it is possible to break the boundaries of time and space, build a platform for joint industry in the field of teacher education, jointly build and share high-quality basic education resources, and improve the quality and effectiveness of teacher training.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact individual subjectively caused a large error. Take the assessment value of 1000 students and take the average, and the result is determined by rounding off. The specific statistical table is shown in Table 1.

Table 1. Educational informatization promotes fair allocation of high-quality basic education resources.

Factor	Resource sharing	Equal opportunity	Personalized teaching	Teacher training quality
Educational information	5	5	4	4

Conclusions: In social life, psychological problems will be affected by multiple variables. To explore the attribution of College Students' psychological problems, we must explore the occurrence, development and change law of individual psychological activities from the perspective of social life and individual interaction. This paper analyzes college students' psychological problems from the perspective of social psychology. It is found that the evaluation schema is social in nature and is restricted by various social and cultural factors. The core of educational informatization is to establish a comprehensive service system with the Internet as the core to promote the wide application of information technology in all fields of society, especially in basic education. Educational informatization is not only an effective means to promote the fairness of basic education, but also the only way for China's basic education to be fair. Using information technology to promote educational equity has become an important way of China's basic education reform. The development of educational informatization can broaden the channels of receiving education, realize the sharing of high-quality educational resources, promote personalized learning and management, and improve the quality of teacher training, so as to promote the realization of fairness in basic education in China.

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THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON ALLEVIATING COLLEGE STUDENTS' ANXIETY UNDER THE SITUATION OF "GREAT THOUGHT AND POLITICS"

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Background: Anxiety disorder is different from ordinary anxiety. It not only has all the negative feelings of anxiety, but also is not only a reflection of anxiety, but also may be the accumulation of a variety of

anxieties. Anxiety generally has the following manifestations: 1. Physiological characteristics: insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc.; 2. Intellectual characteristics: difficulty in concentration, frequent dizziness, thinking obstruction, etc.; 3. Emotional characteristics: irritability, irritability, nervousness, restlessness, difficulty in calm, pessimism, etc.; 4. Social characteristics: lack of self-confidence and self-belittling. According to the influence of college students' personality, growing environment and college life experience on college students' anxiety, the anxiety of college students is divided into five types: study anxiety, economic anxiety, emotional anxiety, social anxiety and employment anxiety. Although these five anxieties are generally realistic anxieties, they also include neurotic anxieties and moral anxieties, which are mainly embodied in the conscience situation of personal growth. Although moderate anxiety is of some positive significance to one's life, anxiety is, in the final analysis, a negative emotion, which brings a series of negative influences as well as a positive one. Excessive anxiety has entered the field of medical treatment, that is, medical anxiety disorder anxiety neurosis. Anxiety is not only harmful to the health of body and mind, but also accompanied by anxiety, such as serious sleep disorder, attention deficit disorder, mental disorder and so on.

Objective: Mental health education is an important part of college ideological and political education. But the traditional mental health education for college students a general lack of attention to the anxiety, there is a simple point to the lack of psychological disorders. Therefore, this study chooses "Contemporary College Students' Anxiety" as the object of study, and studies the characteristics and adjustment countermeasures of Contemporary College Students' Anxiety.

Subjects and methods: In order to alleviate the anxiety of college students, 200 college students in a certain school were selected to fill in the questionnaire, and the self-made anxiety self-assessment form (SAS) was mainly used to carry out the assessment, including 27 questions. The time for students to fill in the questionnaire was controlled at 20-60 minutes, 189 questionnaires were collected, and the response rate was 94.5%.

Study design: Students were divided into two groups randomly. The experimental group consisted of 102 students, who were given ideological and political education. The experiment lasted for 2 months. The experimental group was divided into two groups. The control group received no special education within 2 months, only daily education.

Methods: Using Excel statistics before and after the two groups of students' anxious mood changes, and to summarize, record, archiving and so on.

Results: The anxiety status of the two groups before and after the experiment is shown in Table 1. It can be found that modern college students have different degrees of anxiety, and the proportion of students suffering from moderate anxiety and severe anxiety cannot be ignored. Before the experiment, there was no significant difference in anxiety statistics between the experimental group and the control group. After the experiment, the anxiety of the experimental group was significantly improved, the number of students with severe and moderate emotion was significantly reduced, while the control group had some reduction, but there was no statistical difference.

Table 1. Anxiety status of two groups of students before and after the experiment/%.

Groups	Variate	Without anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Experimental group	Before experiment	22(21.56)	51(50.47)	21(21.03)	7(6.94)
	After the experiment	61(59.8)	35(34.32)	6(5.88)	0(0.00)
Control group	Before experiment	24(24.49)	49(50)	19(19.39)	6(6.12)
	After the experiment	42(42.86)	36(36.73)	17(17.35)	3(3.06)

Conclusions: With the increasing social pressure, the anxiety of college students is becoming more and more serious. It is one of the important tasks of ideological and political education in colleges and universities to carry out psychological research on college students and explore the law of psychological change. But the traditional research on mental health education is not enough for students with mental disorders and neglects to pay attention to the common anxiety of college students. However, in reality, there are some misunderstandings about anxiety, which leads to the difficulty in dredging and adjusting the anxiety of college students, such as depression, fear, neurasthenia and even anxiety. It is found that under the background of ideological and political education, ideological and political education is beneficial to alleviate students' anxiety and provide new ideas for psychological counseling.

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THE COLOR MATCHING DESIGN METHOD OF CROSS-BORDER E-COMMERCE WEBSITE UNDER THE GUIDANCE OF COGNITIVE PSYCHOLOGY

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Background: Face the colorful world, the color of the conspicuous sex than other visual elements is strong, so the color not only has a strong recognition, but also creates a psychological reaction in people's mind, this is what people in judging whether beautiful site, if you can catch our eyes, even if the direct factors can leave deep impression. However, chronology is a profound course, which has been studied by many professionals since ancient times. Every era has different popular colors and aesthetic standards. Therefore, in order to better use color design websites, cognitive psychology can be effectively guided to obtain some simple color matching skills.

Cognitive psychology, a psychological trend of thought and research direction in the west in the mid-1950s. In a broad sense, it refers to the study of human advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. Narrow sense is equivalent to contemporary information processing psychology. It is the mainstream of modern cognitive psychology to study the cognitive process from the viewpoint of information processing. It regards human as an information processing system, and considers cognition as information processing, including the whole process of encoding, storing and extracting sensory input. In this view, cognition can be broken down into a series of stages, each of which is a unit that performs certain operations on input information, and reaction is the product of this series of stages and operations. The components of an information processing system are all related to each other in some way.

Objective: Website color matching technology is one of the key technologies in website design and the most important means of expression of modeling language. Guided by cognitive psychology, the use of adjacent colors, similar colors, and contrast color matching as the main color matching scheme can effectively solve the actual problem of color incoordination in the current website color matching, which is practical for the color matching design of cross-border e-commerce websites significance.

Study design: Using a stratified cluster random sampling method, a survey of 1,000 website audiences was conducted. Randomly select 3 cross-border e-commerce websites, and post information about the psychological impact of colors on the audience and the selection of consumption. A total of 1,000 questionnaires were distributed, and 973 valid questionnaires were returned.

Methods: Use Excel to count the large audience's color matching of cross-border e-commerce websites.

Results: In color science, the adjacent two colors are called adjacent colors, and the brightness and purity are changed in the design to give people a comfortable, natural, and soft color effect. Contrasting colors and complementary colors can quickly deliver visual effects. The application of cold and warm contrast usually appears on leisure and entertainment websites and food websites. At the same time, in order to make the website achieve the effect of order, unity and harmony, colors can be used to reconcile it. The specific statistical table is shown in Table 1.

Table 1. The audience's color matching of cross-border e-commerce websites.

Factor	Adjacent color, similar color matching	Contrasting color matching	Complementary color matching	Warm and cold collocation	Color harmony
Audience	4	3	3	3	4

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact individual subjectively caused a large error. Take the assessment value of 1000 students and take the average, and the result is determined by rounding off.

Conclusions: The charm of color is infinite, it can make things that are very plain and tasteless, and they can become beautiful and beautiful in an instant. With the rapid advent of the information age, the Internet has also begun to become more colorful. People are no longer limited to simple text and pictures; they require web pages to look beautiful and comfortable. Therefore, contemporary designers not only need to master the basic website production technology, but also need to master the website style, color matching and other design art. Among them, color occupies a very important position in website design. When

choosing colors, we should generally consider the following factors: 1. Clearly define what purpose we want to achieve with colors. Analyze the group of viewers, as well as the effect of the cross-border e-commerce website to promote, the main idea of the business and the CI design. 2. Choose the main color that reflects the design needs. Select the overall tone after analyzing the cross-border e-commerce website. 3. After selecting the central solid color, arrange the color matching design. 4. Focus on the characteristics of the design or human feelings, and make the available color choices more perfect. Therefore, when selecting colors for cross-border e-commerce websites, neither a single color can be selected, nor can it be too fancy, generally no more than three basic hues.

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AN ANALYSIS OF THREE WOMEN'S CULTURAL EDUCATION MOVEMENTS IN MODERN CHINESE HISTORY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Engels pointed out: "In every society, the degree of women's liberation is the natural measure of general liberation." Women's cultural education movement is an important part of the women's liberation movement. There have been three women's cultural education movements in the modern history of our country: the women's cultural education movement during the Taiping Heavenly Kingdom period, the women's cultural education movement during the Wuxu Reform period, and the women's cultural education movement during the Xinhai Revolution to the May Fourth Movement. The Revolution of the Taiping Heavenly Kingdom used armed forces to overthrow the Qing dynasty and seize power, enabling all people to enjoy the four equal rights of politics, economy, ethnicity, and men and women. According to the principle of equality between men and women advocated by the Taiping Heavenly Kingdom, women have equal rights to receive cultural education. Through education, women have clarified the purpose and significance of the revolution and cultivated women's revolutionary consciousness. After the Opium War, China gradually became a semi-feudal and semi-colonial society. The Sino-Japanese War of Sino-Japanese War in 1894 ended with the failure of China. The imperialist powers' aggressive activities in China have intensified. The bourgeois reformers represented by Kang Youwei and Liang Qichao, in order to achieve the political goal of saving the nation and improving society, put forward a series of ideas in the field of culture and education that are compatible with their political goals. This is the idea of advocating and attaching importance to women's cultural education. Reflection. Bourgeois democrats represented by Sun Yat-sen have stepped onto the stage of history. In terms of women's cultural education, it is stipulated that elementary and elementary schools can be co-educational, and various schools such as secondary schools, normal schools and vocational schools can be established for women, reflecting the bourgeois democracy. The progressive requirements and democracy of the school in women's cultural education.

The attitude change theory in social psychology provides a theoretical basis for studying the three women's cultural education movements in modern Chinese history. Attitude change theory refers to the theory of scientific laws in the search for attitude change. There is mainly consistency theory, self-perception theory, harmony theory, attribution theory, functional theory, stimulus response theory and cognitive dissonance theory. Consistency theory believes that individuals modify their attitudes and behaviors to maintain the greatest degree of harmony within the belief system and with external behaviors. By changing the verbal attitude, the external behavior can be changed.

Objective: Cultural education is conducive to promoting social progress and development. Therefore, through in-depth research and analysis of women's cultural and educational movements that have occurred in history, especially in modern history, the evolution of women's social status and the influence of ancient and modern thinkers, writers, and politicians on the road to women's liberation can be explored. Exploration and thinking can effectively promote the creation of social productive forces.

Study design: Using stratified cluster random sampling method, 1,000 female college students were surveyed. Randomly select 10 universities, randomly select 100 female students from different majors and different grades, and issue questionnaires about cultural education. A total of 1,000 questionnaires were distributed, and 974 questionnaires were effectively returned.

Methods: Use Excel to count female college students' views on cultural education.

Results: The women's cultural education movement promoted the deepening of the concept of equality between men and women, and women have the right to acquire knowledge. Three women's cultural movements in modern Chinese history have greatly improved women's social status. Entering the university to learn knowledge can effectively improve women's knowledge level and ability, and maintain a positive and optimistic attitude in the face of setbacks and difficulties. At the same time, it has effectively improved its own quality of life.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact Individual subjective causes large errors. Take the assessment value of 1000 female college students and take the average, and the result is determined by rounding. The specific statistical table is shown in Table 1.

Table 1. Results of female college students' views on cultural education.

Factor	Knowledge level	Positive attitude	Quality of life
Female college student	4	5	5

Conclusions: The enlightenment of the three women's cultural movements in modern Chinese history is that if the Chinese nation is to be able to maintain its youth forever and be listed among the world's outstanding nations, it must improve women's cultural literacy and improve the quality of the nation's population. Women's cultural knowledge and skills can not only be transformed into productive forces to create social wealth, but more importantly, they shoulder the special mission of giving birth and raising offspring, that is, human beings' own production. Therefore, when raising the scientific and cultural level of the whole nation, we must not ignore the important role of women.

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A STUDY ON THE INFLUENCE OF THE INTEGRATION OF LABOR EDUCATION INTO THE TEACHING OF SPECIALIZED COURSES IN COLLEGES AND UNIVERSITIES ON RELIEVING COLLEGE STUDENTS' ANXIETY DISORDER

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Background: In the all-round education system of "ethics, intelligence, physical education, art and labor" simultaneously, labor education has become the focus of ideological and political education in schools in the new era. Labor education plays an important role in the cultivation of students' labor ability and the formation of labor outlook. Incorporating new development concepts into labor education and implementing the principles of labor education in all aspects of the course implementation will help cultivate students' ability and improve their personality. Cultivating innovative talents is an important mission of universities to support national strategies such as "innovation-driven development" and "building an innovative country". Labor education can not only lay a good physical foundation for students to grow into innovative talents, but also can play a role in stimulating innovative consciousness, exercising innovative ability, honing innovative spirit, and alleviating anxiety. In order to promote the integration of labor education into the teaching of professional courses in colleges and universities, colleges and universities should strengthen the innovation and education orientation of labor education goals, optimize the innovative education function of labor education carriers, enhance the innovation and education skills of labor education teachers, and create an innovative education environment for labor education. To work together to build a favorable pattern of close integration of labor education and innovative talent training in the new era.

Labor education is an important part of my country's higher education, including labor concept education, labor skills education, labor habits education, and labor spirit education. Quality training can play an important role. In the development of the new era, the importance of labor education in colleges and universities in the new era should be emphasized, and innovation and entrepreneurship should be emphasized. Internship training, professional services, social practice, work-study, etc. should be actively carried out in combination with disciplines and majors. By integrating labor education into the teaching of

professional courses in colleges and universities, it can promote the organic integration of labor education and the cultivation of innovative talents in colleges and universities, and alleviate the anxiety of college students.

Objective: With the rapid development of higher vocational education, industry enterprises have also put forward higher requirements on the moral cultivation, personality quality, and professional ethics of talents. Integrating labor education into professional courses in colleges and universities is an important reform to deepen higher education, which can effectively alleviate the anxiety of college students.

Subjects and methods: In recent years, the mental health of college students has directly affected the quality of our country's college student talent training, aroused high attention from the society, and became the focus of the college psychological counseling center. In order to improve the mental health of college students, analyze the effect of integrating labor education into the teaching of professional courses in colleges and universities, and conduct investigation and analysis. By way of questionnaires, statistical analysis of the effect of alleviating the anxiety of college students.

Study design: A questionnaire was issued to 600 college students, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 10-15 minutes. A total of 600 copies were issued, 589 copies were recovered, and the effective number of copies was 571.

Methods: Use Excel to calculate the relief of college students' anxiety after the integration of labor education into professional courses in colleges and universities.

Results: Labor education can release anxiety-symptom students from disturbing, worrying and fearful thinking activities, forming a positive psychological state, such as increasing self-confidence, improving self-control ability, being able to withstand the pressure of study and life, and overcome difficulties. Labor education improves the mental state of college students' restlessness, impatience, and inability to concentrate, improves their endurance, willpower and endurance, cultivates a stable mood, and lays the foundation for alleviating anxiety symptoms. In the process of labor education, the body and mind of college students are relaxed, thereby changing the cognition of self, behavior and others, and forming a good psychological quality.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 600 college students' evaluation values and take the average, and the results are determined by rounding off. The specific statistics table is shown in Table 1.

Table 1. Relief of the psychological anxiety of college students by labor education.

Factor	Control	Endurance	Willpower	Endurance
College students	4	3	4	4

Conclusions: As the builders of the country's future development, college students must not only work hard to learn professional theoretical knowledge and improve their own professional quality, but also need to have good ideological and moral character, which requires labor education according to the actual situation of the students. With the discussion of labor value, innovative labor, harmonious labor, etc., more and more colleges and universities realize the importance of integrating labor education into professional courses in colleges and universities, which will help cultivate more outstanding talents and relieve the anxiety symptoms of college students. Therefore, the work of professional courses in colleges and universities must continue to explore new paths and better integrate labor education into professional courses in colleges and universities.

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RESEARCH ON THE INFLUENCE OF URBAN LANDSCAPE GREENING ON RELIEVING MENTAL STRESS FROM THE PERSPECTIVE OF AESTHETICS

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Background: With the continuous development of urbanization and the expansion of the scale, the functions and structures of cities are increasing day by day, and the research content of urban aesthetics is also expanding rapidly, covering the functional beauty, technological beauty, social beauty, ecological beauty and many other aspects of cities. And presents the development trend of closely combining with

urban planning, urban design, landscape planning, architectural design and other disciplines to solve urban problems in coordination. Urban green space landscape construction is important elements of city beauty, it carries with improving urban ecology, and beautify the urban environment, meet the residents' leisure recreation, protect the city culture and the important function such as resources, and disaster prevention safety, is contact city and nature, shaping the image of the city, urban culture and display the important carrier of urban character. From the perspective of modern urban aesthetics research, "city image", "city style", "city grade" and other major topics are all closely related to the landscape planning and design of urban green space. The study of urban green space landscape from the perspective of modern urban aesthetics is the basis of exploring human's life and aesthetics of the city they live in, the way of forming urban environmental intention, and the basis of establishing a good spatial order for the overall view of the city and human behavior. Therefore, we should regard urban aesthetics as the guiding basis of urban green space planning and construction, and make it play an important role in the development of urban civilization, social progress and improvement of citizens' aesthetic quality.

Modern cities are more and more distant from the natural environment, the pace of people's life is getting faster and faster, and the pressure of social competition is getting bigger and bigger. At the same time, the development of modern science and technology has greatly improved the quality and level of people's material life. However, more and more evidence that the quickening pace of modern city life, social competition pressure, especially from the modern city life of the natural environment, is causing obesity, diabetes and cardiovascular disease, insomnia, depression and other health problems, one of the important factors is important factor affecting the peaceful life of individual and social groups. Urban natural environment has a good effect on people's physical and mental health, urban public green space as the main body of the urban natural environment has become an important place, and feeling nature is close to citizens in maintaining ecological balance, improving urban ecological environment at the same time, has become an important way to relieve stress and fatigue recovery.

Objective: The process of rapid urbanization in China has been going on for more than 30 years, and the spatial layout of cities as economic carriers has been largely completed. In this process, the construction of urban green space has achieved remarkable results, which have played a positive role in promoting urban economic development, ecological balance, people's livelihood, and cultural prosperity. At the same time, various ways such as landscape modeling can effectively alleviate the mental pressure of residents.

Subjects and methods: Urban landscape greening provides people with a form of soothing psychology, and at the same time can cultivate people's quality, inspire people's spirit, and affect people's material and spiritual needs. Therefore, the residents of urban houses are taken as the research objects, and questionnaires are issued to them to count the influence of park greening, community greening, and street greening on their mental state and mood.

Study design: A questionnaire was issued to 400 residents, and the questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 20-30 minutes. A total of 400 copies were issued, 389 copies were recovered, and 364 copies were valid.

Methods: Use Excel to analyze the mental stress relief of residents in different urban greening locations.

Results: The construction of urban greening is realized in the process of two-way interaction between the city and the people. In a humanized and functional aesthetic ecosystem, only when urban residents participate in the experience in their daily lives can they fully and continuously make aesthetic judgments on the value of urban objects. Greening through the urban landscape can promote interpersonal communication, provide a variety of daily leisure and recreational activities, and meet the needs of specific activity preferences and use of different groups of people, which is conducive to enhancing people's vitality and vitality.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact. The individual subjectively caused large errors. The evaluation value of 400 residents was taken and the average was taken.

Table 1. The relief of mental stress on residents by greening locations in different cities.

Factor	Park greening	Community greening	Street greening
Resident	4	3	4

Conclusions: The beauty of a city is to realize the harmonious and sustainable development of people, places and things in the city. People's judgment of a city will eventually be implemented in the sense of urban aesthetics. Urban green space landscape planning is guided by urban aesthetics, which helps to create a livable urban living environment, improve the quality of life of urban residents, stimulate urban vitality, and promote excellent urban spirit, thereby alleviating people's mental pressure.

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MATHEMATICAL MODELING ANALYSIS OF THE FEASIBILITY OF REGENERATIVE THERAPY FOR CENTRAL NERVOUS SYSTEM DISEASES

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Background: Neural stem cells, such as neurons, astrocytes and oligodendrocytes, can self-renew to generate new neural stem cells, which play a role in nerve development and repair of nerve damage. The research on stem cells can be traced back to the 1960s, but most of them focus on the research on hematopoietic stem cells and embryonic stem cells. It was not until the early 1990s that some laboratories reported that undifferentiated cells could differentiate into various neuronal cell types, including neurons, and separated them from mammalian brains. The study of the biochemical properties of neural stem cells has deepened people's understanding of the growth, development and plasticity of nerve cells, and the neural stem cells are regulated and modified in vitro and transplanted into the nervous system, which is used to treat nervous system diseases and make some drugs powerless. The treatment of systemic diseases becomes possible. The traditional view is that the mature central nervous system cannot regenerate after injury. The discovery that brain and spinal cord tissues have self-repairing functions, and the successful isolation and extraction of neural stem cells in adult mammals have given people a new understanding of central nervous system regeneration. Neural stem cells are the cytological basis for the self-repair of the nervous system. They not only exist during embryonic development, but also exist in adult mammals. Adult neurogenesis is regulated by various dynamic factors such as physiological, pathological and pharmacological stimulation, such as stroke, traumatic brain injury, spinal cord injury, neurodegenerative diseases, etc. Therefore, one of the goals of regenerative medicine is to use neural stem cells to promote the regeneration of the central nervous system in the injured areas of the brain and spinal cord.

Mathematical modeling is a way to make necessary assumptions based on known conditions for actual problems, and use mathematical methods to establish models to solve problems through certain quantitative relationships and spatial forms given by mathematical language. In the process of mathematical modeling, you can more intuitively understand the process of abstracting actual problems into mathematical problems, and you can apply mathematical methods to solve real problems.

Objective: For a long time, central nervous system diseases such as Alzheimer's disease, stroke, multiple sclerosis, etc. have been huge challenges facing human beings. There is no effective treatment method. However, with the research on the regeneration mechanism of the central nervous system, stem cells Discovery and the development of regenerative medicine have made it possible to reconstruct the structure and function of the central nervous system. Therefore, mathematical modeling can effectively analyze the feasibility of regenerative therapy for central nervous system diseases.

Study design: Use mathematical models to carry out simulation experiments, set specific parameter values, and assume that 1,000 patients with central nervous system diseases will be treated with nervous system regeneration therapy. With the development of regenerative medicine of the nervous system, a therapeutic method of implanting dopamine-secreting tissue into the striatum has gradually developed. Use mathematical models to analyze the feasibility of treatment measures.

Methods: Use Excel to calculate the feasibility of central nervous system regeneration therapy.

Results: It can be concluded that the central nervous system regeneration therapy is feasible by constructing the numerical simulation experiment of the mathematical model. It can effectively alleviate the disease condition of patients with central nervous system disease and control the condition. At the same time, as the disease is delayed, the patient's ability to take care of themselves in life can be effectively improved, and the patient's family burden can be reduced.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact individual subjective causes large errors. Take the assessment value of 1000 patients with central nervous system disease and take the average.

Table 1. Feasibility results of central nervous system regeneration therapy.

Factor	Disease condition	Self-care ability	Family burden
Specific value	4	3	3

Conclusions: The progress of central nervous system regenerative medicine must be based on basic

cytology and developmental biology. Neural stem cells are the basis of central nervous system regeneration. Through mathematical modeling, the feasibility of regenerative therapy for central nervous system diseases can be effectively analyzed. In the process of mathematical modeling, the pathways and feasibility of central nervous system regeneration can be understood more intuitively, and mathematical methods can be used to solve central nervous system regeneration. Medical problems.

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THE IMPACT OF NEWS COMMUNICATION AND ENTERTAINMENT UNDER THE BACKGROUND OF NEW MEDIA ON RELIEVING THE EMPLOYMENT STRESS AND PSYCHOLOGICAL PRESSURE OF COLLEGE STUDENTS

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Background: With the interconnection of Internet technology, the massive and high-speed dissemination of information has become possible, and the phenomenon of news entertainment in the new media environment has become more and more serious. Large databases on the Internet can store almost unlimited information and provide a wealth of information resources, from the latest literary charts and scientific research to climate, transportation and travel in life, to the latest news events, including finance and marketing, entertainment and leisure, from computer programs to game programs. Due to the mass of news, the audience's choices are also diverse. Under the multiple effects of survival pressure, competitive pressure, and psychological pressure, viewers usually prefer entertainment-oriented news when choosing news. Such reports do not require the audience to use rich thinking. And imagination, directly showing the focus of the event, satisfying the gossip psychology, and finally having the pleasure of reading, and alleviating physical and mental fatigue. Internet communicators select events with entertaining elements when checking, and by quickly grasping the audience's curiosity and the pursuit of news click-through rates, they further promote the entertaining of online news. Multimedia communication in the new media environment refers to the use of digital technology on the Internet to integrate with newspapers, radio, and television, so that network messages can be used in multiple formats, such as text, images, audio, video, and animation. You can also synthesize text, images and sounds together to increase news dissemination channels, make news dissemination more comprehensive and detailed, make news smooth and vivid, increase the influence of news content, and stimulate audience appeal. At the same time, it can not only provide detailed background information, but also release the latest news at any time. Readers can bookmark their favorite news categories and mailing lists to save them, and they can also customize their favorite topics to facilitate subsequent media to push their interested content. Therefore, multimedia can provide many advantages that traditional paper media do not have.

Objective: With the continuous advancement of "Internet +", Internet applications are becoming more and more extensive, and the status of Internet-based new media in media communication is getting higher and higher. The number of APP users represented by Kuaishou and Douyin has greatly exceeded traditional media. The pan-entertainment of new media has caused a trend of moral pan-entertainment, which affects the consensus of college students and can effectively alleviate the psychological pressure of college students' employment tension.

Subjects and methods: Over the years, the "difficulty in obtaining employment" for college students has become a matter of great concern to society. Year after year, millions of college students have entered the ranks of job hunters. Most of them will experience varying degrees of negative mental states, and in severe cases, they may even develop into psychological disorders. Therefore, taking senior graduates as the research object, we will issue questionnaires to them to study and analyze the effect of news dissemination and entertainment in the context of new media on alleviating the psychological pressure of college students from employment tensions.

Study design: A questionnaire was issued to 500 senior graduates. The questionnaire was required to be completed at one time. The time for each person to fill out the questionnaire was about 10-15 minutes. A total of 500 copies were issued, 476 copies were recovered, and the effective number of copies was 469.

Methods: Use Excel statistics to analyze the effect of news dissemination and entertainment on alleviating the psychological pressure of college students from employment tension.

Results: Most college students experience varying degrees of negative psychology, such as anxiety,

frustration, and tension during the job-hunting process. At the same time, some students maintain an optimistic and positive attitude. Through news dissemination and entertainment, alleviate employment pressure, work hard to find a job, increase job interview opportunities, and increase the number of incidents. Maintain a good competitive belief, always remain competitive, and at the same time not slack in work, build self-confidence, and pay attention to the consequences of employment.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes a large error. Take 500 senior students to evaluate the value and take the average, and the result is determined by rounding. The specific statistical table is shown in Table 1.

Table 1. The effect of news dissemination and entertainment on alleviating the psychological pressure of college students from employment tension.

Factor	Event	Belief	Consequences
Senior student	3	4	3

Conclusions: Due to the continuous development of the Internet, the dissemination mode of new media is also constantly changing, and the acculturation of socialist core values in new media must also keep pace with the times. Through the study of new media communication and culture, cracking down on the negative effects of new media pan-entertainment, consolidating social consensus, helping college students make accurate judgments on pan-entertainment phenomena, recognizing the current status of media pan-entertainment, and improving personal understanding of the objective world Identify the ability, establish the core values of socialism, and ease the psychological pressure of college students' employment tensions.

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THE APPLICATION OF EDUCATIONAL PSYCHOLOGY THEORY IN THE INNOVATIVE TEACHING OF PIANO COURSE

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Background: In today's piano teaching process, many piano teachers often only pay attention to the teaching of skills, and ignore the expressiveness of music and the sense of rhythm, which causes some students to lose interest in learning, the quality of learning also declines, and even give up learning the piano. Phenomenon. To make students more interested in piano, piano teachers must innovate in teaching methods, and the application of psychology just provides a preparation for teachers' teaching work. The use of psychology in teaching can better reduce the obstacles in teaching work, improve students' learning efficiency, mobilize students' enthusiasm for learning, and improve the teaching level.

"Educational psychology is the product of the combination of educational activities and psychology. It is a science that explores the psychological laws of middle school and teaching in the educational process." Educational psychology has the functions of describing, explaining, predicting and controlling educational practice, which can help teachers understand Problems, provide theoretical guidance for actual teaching, predict and intervene in student behavior, so that it can be combined with actual teaching for educational research. As an applied science, educational psychology studies the laws and applications of students' psychological activities under the conditions of education and teaching, and provides sufficient psychological basis for teaching methods. Regarding its application in piano teaching, it also has a profound significance. The nature of music is aesthetic. In piano teaching, we can't just focus on skills and techniques, but ignore the cultivation of students' music aesthetics, music memory, emotion, and imagination. At the same time, we must not forget the influence of students' motivation, interest, needs, and personality in music learning during the learning process.

Subjects and methods: Educational psychology points out that interest has an obvious promotion effect on all activities such as learning and work. It can become a huge driving force for learning and work, and it can also stimulate a person's creative talents. Cultivating creative thinking ability is the core of developing intelligence. On the premise that students have a strong interest, it is very important to cultivate students'

creative thinking. Therefore, through the theory of educational psychology, it can effectively improve the innovative teaching effect of piano courses and improve students' sense of interest.

Study design: Using a stratified cluster random sampling method, a survey of 1,000 piano students was conducted. By mastering the characteristics of the psychological activities of the students, teaching students in accordance with their aptitude and increasing the effectiveness of teaching three innovative teaching methods of piano courses, applied research and analysis to improve students' piano level.

Methods of statistical analysis: Use Excel to count the effects of innovative teaching methods of piano courses on improving students' level.

Results: Music has no modeling semantics, so it can't convey vision better. In order to enable students to understand better in the learning process, teachers can improve their interest in learning by understanding students' psychological activities in time and accepting students' hobbies. At the same time, by innovating teachers' teaching methods, improving the effectiveness of teaching, fully expressing the semantics of music, and enhancing students' comprehension ability.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact Individual subjective causes large errors. Take the assessment value of 1000 female college students and take the average, and the result is determined by rounding. The specific statistical table is shown in Table 1.

Table 1. The results of innovative teaching methods of piano courses for improving students' level.

Factor	Master mental activity	Teach students in accordance with their aptitude	Teaching effectiveness
Student	4	5	5

Conclusions: The use of psychological methods in the innovative teaching of piano courses has a positive effect on the mobilization of students' enthusiasm and interest, as well as the strengthening of learning. Piano teachers can better accept the methods of psychology and obtain support and cooperation. In the process of piano teaching, teachers can pay attention to skills in teaching on the one hand, and need to pay attention to the psychological characteristics of students in time on the other hand, and innovate piano courses in the teaching process to increase students' interest in learning and improve the quality of teaching. The use of educational psychology theory teaching methods can better mobilize the enthusiasm of students, increase the communication between teachers and students, improve the innovative teaching ability of piano courses, and jointly achieve the teaching goals.

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THE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN THE REFORM OF CLIL BILINGUAL TEACHING MODE IN RAIL TRANSIT SPECIALTY GROUP IN HIGHER VOCATIONAL EDUCATION

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Background: The "Modern Vocational Education System Construction Plan (2014-2020)" pointed out that we must build a modern vocational education system with a strategic vision, modern concepts and an international perspective. Rail transit vocational colleges, as the main channel for training innovative talents of railway technology and skills, are the main force in training railway operation talents for developing countries. In the face of the national "One Belt, One Road" strategy and the "going out" strategy, the track Transportation vocational colleges will also meet the broad market demand for international training. Therefore, the teaching of rail transit majors must not only meet the needs of the domestic industry, but also meet the needs of the international development of rail transit. In order to meet this dual demand, bilingual teaching has become an important direction for the educational reform and development of rail transit vocational colleges. It is an inevitable trajectory of the needs of international industry exchanges under economic globalization and an opportunity and opportunity under the background of the internationalization of education. challenge.

Educational psychology is the study of human learning, the effects of educational intervention, teaching

psychology, and the social psychology of school organization in an educational context. Educational psychology helps to improve the quality of teachers. The focus of teacher team construction is on teachers, and the quality of teachers includes both professional quality and educating quality. Educational psychology is an important part of educational theory and technology. It not only helps improve teachers' theoretical literacy, but also helps improve teachers' ability to solve practical problems in education. Educational psychology helps teachers understand students more deeply and improve the pertinence of education and teaching. By studying educational psychology, you can have a deeper understanding of the psychological basis of relevant teaching measures, so that you can more actively and scientifically control teaching methods and educational methods, enrich your teaching art, and comprehensively improve the quality of teaching.

Objective: The reform and development of the market put forward higher requirements for the English practical ability of talents. Based on this, the CLIL bilingual teaching mode of the rail transit professional group in higher vocational schools is reformed, and practical teaching is practically used in the English teaching reform to improve the level of students' practical application ability of English is very important. However, from a practical perspective, there are still some problems in the application of practical teaching in the reform of professional English teaching in urban rail transit, which limits the improvement of students' practical application ability of English to a certain extent. Therefore, it is very important to adopt effective strategies for the application of practical teaching in English teaching reform through the combination of educational psychology and the characteristics of urban rail transit.

Study design: Using the stratified cluster random sampling method, a survey of 1,000 vocational rail transit students was conducted. Randomly select 10 higher vocational colleges, randomly select 100 students from different grades, and issue questionnaires on the reform of bilingual teaching mode. A total of 1,000 questionnaires were distributed, and 967 questionnaires were effectively returned.

Methods: Use Excel to calculate the effect of bilingual teaching mode on rail transit majors in higher vocational colleges.

Results: For students majoring in urban rail transit, english courses can be divided into industry English and basic English in terms of content. In terms of form, it can be divided into practical courses and theoretical courses. Among them, practical teaching means that teachers create a semi-real and semi-virtual situation for students, so that students can actively participate in practical activities such as listening, speaking, reading, writing, and translation, and provide students with training in their professional English language skills. The professional English teaching of urban rail transit has correspondingly improved the teaching goals and requirements.

In the survey results, five levels of 1-5 are used to quantify the impact value of specific factors. 1 represents irrelevant, 2 represents slight impact, 3 represents general impact, 4 represents significant impact, and 5 represents sufficient impact. In order to reduce the impact Individual subjective causes large errors. Take the assessment value of 1000 female college students and take the average, and the result is determined by rounding. The specific statistical table is shown in Table 1.

Table 1. The effect of bilingual teaching mode on rail transit majors in higher vocational colleges.

Factor	Learning initiative	Good atmosphere	Teaching Quality
College Students	4	5	5

Conclusions: The reform of CLIL bilingual teaching mode for higher vocational rail transit majors can effectively improve students' English learning efficiency and English application skills. Applying educational psychology to the English teaching reform of urban rail transit major can not only improve the quality and effect of English teaching, but also effectively improve students' ability of English practice and application, and promote students' ability to adapt to the market. Based on this, English teachers majoring in urban rail transit can combine educational psychology to conduct a preliminary study on bilingual teaching of vocational rail transit majors, so as to enhance students' competitiveness and further enhance the internationalization level of national rail transit.

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THE MECHANISM OF EMPLOYEE PSYCHOLOGICAL ANXIETY CAUSED BY

SHAREHOLDING PLAN IN TECHNOLOGY ENTERPRISES FROM THE PERSPECTIVE OF DOUBLE CYCLE

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Background: In the era of knowledge and information, human capital has become the most valuable capital of enterprises. Enterprise managers pay more and more attention to human capital management. Therefore, more and more enterprises in China implement ESOP to better manage talents. Employee Stock Incentive Plan as a long-term incentive mechanism, its incentive effect can effectively alleviate the psychological anxiety of employees. With the progress of the times, the individuality of the staff is more distinct, the demand is more high-level and diversification, and the traditional incentive mode has been greatly reduced for the contemporary staff. Employees pay more attention to the enterprise's "master" culture and the sense of belonging to the enterprise. As a subjective psychological perception of employees, psychological ownership is not only the link between enterprises and employees, but also has certain relationship with the formal ownership of the employees' right to earnings, information and control granted by the ESOP, and its role in the incentive function of the ESOP cannot be ignored.

Double cycle is a historic opportunity for Chinese enterprises. We shall take the expansion of domestic demand as the strategic base point and make important strategic deployment for building a new development pattern in which the domestic cycle is the main part and the domestic and international cycles promote each other. Innovation is an important driving force for high-quality development of enterprises. Enterprises are the main body and new force of innovation, as well as the users and beneficiaries of innovation results. Through a variety of ways to improve the sense of belonging of technology-based enterprises employees, alleviate psychological anxiety.

Objective: Motivation means to influence people's consciousness, attitude and behavior through some kind of stimulation. All the conditions, hopes, aspirations and motives that the heart wants to strive for constitute the stimulation. Along with the progress of the times, the incentive theory has been developing continuously in our country's enterprise management. As the most basic and traditional way of enterprise management, material incentive is the most effective incentive in a period of time. Scientific and technological enterprise shareholding plan can effectively alleviate the psychological anxiety of employees.

Subjects and methods: Employee Stock Incentive Plans mainly have impact on the enterprise level and the individual level of employees. The impact on corporate level is mainly corporate performance, including financial performance, operating performance, mergers and acquisitions performance. The shareholding plan of science and technology enterprises plays a vital role in the psychological anxiety of employees. Six large, medium and small enterprises in the Municipality shall be selected as the study targets, and questionnaires shall be distributed to their employees to collect statistics on the extent of alleviation of psychological anxiety of employees under the shareholding plan and the impact on enterprise development.

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, 489 recovered, the number of effective copies of 467.

Methods: Using Excel statistics employees in the shareholding plan under the degree of psychological anxiety relief.

Results: ESOP can effectively improve employees' sense of belonging, improve their work efficiency, and also enhance the overall development capacity of the company. In terms of human resources management, the more positive psychological construction of employees, the greater the effectiveness.

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. Psychological anxiety relief of employees under stock ownership plans.

Factor	Sense of belonging	Work efficiency	Prospects for development
Large enterprises	4	4	3
Medium-sized enterprise	4	3	3
Small business	4	3	3

Conclusions: In the era of knowledge and information, human capital has gradually surpassed physical and monetary capital and become the most valuable capital of enterprises. The contemporary staff own

characteristic and the demand structure are relatively diverse, reduces to the organization dependence, the fluidity is strong. If the enterprise cannot give staff enough incentive, then it is easy to appear key talent "set up another mountain peak" situation, resulting in the loss of important talents. In addition, in high-tech enterprises, the management and core employees hold more "private" information, such as development plans, technical information, etc., which makes the information cost of enterprises increase. If these employees leave, the "private" information will be disclosed, which will bring great losses to enterprises. Therefore, according to the characteristics and needs of employees, we should break through the traditional thinking and the relatively single incentive mode to effectively motivate employees, so as to achieve the goal of attracting, gathering and retaining talents. With the rapid development of the society, the incentive role of satisfying the salary needs of employees and providing stable and comfortable working environment for employees has been greatly reduced compared with the past. Enterprises also need to consider the rights and needs of employees in many aspects, such as the right to know the company's operation and management information and development plan, the right to participate in the company's major decisions, the right to influence and the right to make decisions in the work. In addition, under the trend of the Internet, the environment of enterprises is changing rapidly, the form of innovative enterprises is constantly emerging, and the relationship between enterprises and employees is also changing upside down, which brings new challenges to staff motivation. The construction of enterprise's "master" culture has the incentive function to the staff behavior, may alleviate staff's psychological anxiety mood effectively. Double-cycle perspective can increase employees' sense of belonging and sense of ownership, guide employees to form positive psychological ownership and strengthen employees' psychological ownership.

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EFFECTS OF EARLY REARING ENVIRONMENT AND REARING STYLE ON ADOLESCENT MENTAL HEALTH

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Background: Adolescent period is a special stage. Great changes will take place in individual physiology and psychology. Conflicts brought about by unbalanced development will have a great impact on adolescents. Parents decide the nurturing environment and the nurturing way of infant. The nurturing way of infant is a kind of combination of parents' nurturing idea, nurturing behavior and their emotion to children. The mode of parental education is relatively stable and does not change with the change of the situation. Parental rearing pattern refers to the methods and forms used by parents in the process of educating their children. Parental rearing pattern in family education is a behavioral tendency of parents in their daily activities of rearing and educating their children, which is the comprehensive embodiment of their educational ideas and behaviors. Parental rearing pattern directly affects the relationship between parents and children, and has great influence on children's development in many aspects.

Adolescence is the turning period of an individual from childhood to independent life. During this period, great changes will take place in both physiology and psychology. First of all, the physical characteristics, such as changes in body shape, such as the rapid increase in height and weight is the most obvious characteristics; the development of internal functions, such as the development of the nervous system, especially the brain, heart and lung capacity increase. If the physical changes are apparent, then the psychological changes need parents to feel carefully. First of all, children's thinking is more agile and flexible, the development of abstract thinking makes it more critical and creative; Secondly, the content of emotion and emotion is increasingly rich, the emotion is easily excited and changeable, and the impulsivity is stronger; In addition, the self-awareness of teenagers is strengthened, they can control their own behavior more actively and consciously, and the self-evaluation is more objective, but they lack the corresponding consistency. In short, the adolescent period is a constantly changing period, in the half naive, half mature stage, but also a psychological period of great contradictions and conflicts, a psychological disorder and mental illness of the period. Parents should accurately understand the characteristics of adolescent psychological development, according to the law of adolescent physical and mental development, adopt the correct way of education, and promote their overall development of psychological quality and healthy growth.

Objective: With the development of society and the rapid pace of people's life, more and more social groups begin to have various psychological obstacles and problems, and the mental health of teenagers has

become the focus of social and parents' attention. From the point of view of ecosystem, family, school and parental rearing pattern are all important factors of adolescent mental health, especially the rearing environment and rearing pattern in the early childhood are very important to the mental development, which are closely related to the mental and psychological diseases in adulthood. Adolescents who have been in a bad rearing environment for a long time are apt to have a bad influence on personality development. In adulthood, once confronted with stress, sensitive psychological reactions such as interpersonal relationship, inferiority, paranoia and depression will appear.

Subjects and methods: The influence of parents on children is inevitable, and the direct impact on the child's parenting style is more important. Parents are the first teachers of children. Early nurturing environment of infants and young children will have a direct or indirect impact on adolescents' psychology. Whether the parental rearing pattern is correct or not will inevitably affect the child's mental health. It is the responsibility of every parent to foster a correct outlook on parenting and to learn scientific methods of parenting so that children can grow up healthily and happily. This article mainly carries on the investigation analysis from the infant early age raise environment and the raise way to the young people mental health influence.

Study design: Questionnaires were distributed to 500 adolescents, and the questionnaire was required to be completed once for all, and the time for each person to fill in the questionnaire was about 15 to 20 minutes. A total of 500 issued, 473 recovered, the number of effective copies of 461.

Methods: Using Excel statistics infant early parenting environment and parenting style of adolescent mental health impact.

Results: The three types of parental rearing, such as severe punishment, denial and over-protection, are positively related to children's behavior development and mental health. Severe punishment will lead to lack of security, anxiety, doubt, withdrawal and other psychological, and excessive protection will lead to emotional instability, willfulness, social difficulties. Refusal to deny, mainly refers to parents of children's excessive criticism, punishment, humiliation, easy to make children inferiority, helplessness and lack of security, resulting in personality disorders.

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 adults shall be rounded off and the result shall be determined by means of rounding off the average. The specific statistical table is shown in Table 1.

Table 1. Effects of early rearing environment and rearing style on adolescent mental health.

Factor	Severe punishment	Refuse to deny	Excessive protection
Teenagers	4	3	4

Conclusions: Adolescence is an important period of psychological and physiological development, as well as a key period of behavior health and psychological conflict. Its emotional problems are in the high-risk stage. With the increase of mental disorders and mental problems in adolescents, the exam-oriented education in our country is gradually transforming into quality education, which is changing from bio-psycho-social model. Parents are the first teachers of their children. Their correct early rearing environment and rearing style have important influence on adolescent's mental health. Unhealthy parental rearing style and rearing environment can easily cause psychological disorders such as sensitivity, anxiety and depression, and even affect physical health, leading to some diseases. Early rearing environment and rearing style of infants and young children have great influence on adolescent's mental health, and play a vital role in their mental development and personality formation.

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MENTAL DISORDERS IN BRITISH AND AMERICAN LITERARY CREATION UNDER THE BACKGROUND OF CULTURE MARKET

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Background: British and American literature is the reflection of the society and life of the western

countries in the century and the reflection of people's actual living conditions. Literary works also show the multiple relations among any person, society, person and environment in the British and American countries and nations from another angle, which can reflect the social relations, national customs, mental state, thought and morals of western nations in a particular period from more angles. In other words, it is the world represented in British and American literary works and the social form represented in the works, which is the embodiment of British and American society, economy, politics and culture. Literature depicts insanity, from the frenzy caused by certain stimuli to the suicide caused by personal insanity and despair. These phenomena reflect the multifaceted values of medical theory, society and literature. Such works can be constructed from fictional stories or facts that are usually autobiographical. The explanation of the variety and complexity of insanity not only indicates that the theme has "polysemy", but also indicates that the theme should not be limited to the deepening identification of fictional or legendary characters. The phenomenon of mental disorder in literature also includes the conflict between intrinsic values and individual autonomy.

Objective: Literature deals with the subject of insanity, from the madness caused by certain stimuli to the suicide caused by personal insanity and despair. These phenomena reflect the multifaceted values of medical theory, society and literature. The phenomenon of mental disorder in literature also includes the conflict between intrinsic values and individual autonomy. The most vivid and vivid period in the history of literature is the mid-1950s and the late 1970s, when the rapid social and literary changes reflected by psychoanalysis and psychiatry were reevaluated.

Subjects and methods: Under the background of cultural market, the protagonists of insanity in British and American literary creation are fabricated with spirit, history and social forces. This construction, in an infinite combination of transformations, determines the course of one's mental activity. The psychiatric phenomena depicted in the long history of literature have created many images different from those of mental disorders. At this time, the rapid changes of society and literature reflected by psychoanalysis and psychiatry are re-evaluated.

Study design: By using the method of investigation and analysis, this paper analyzes the mental disorders in poems, novels, plays and biographies. This paper analyzes the specific manifestations of psychopathic content in British and American literary creation from three aspects: the language of content description, the structure of the article and the language handling.

Methods: Using Excel to analyze the mental disorder in British and American literary creation under the background of cultural market.

Results: Generally speaking, judgments imposed by social traditions, medical institutions and families often turn into people's inner revolts and their struggles to achieve self-determination. In fact, the plot, structure, and language of poetry, fiction, drama, and biography are very different from the true state of the individual's mind in dealing with insanity and the ideas that society and the family try to control, such as good and evil, health and disease, reason and fantasy, law and justice. Even if a sympathetic psychiatrist or psychoanalyst is portrayed in the work, there will be resistance when society and family despise the theoretical level of these doctors or despise them for injecting emotions that society and family consider inappropriate. The obtained statistical table is shown in Table 1.

Table 1. Insanity in British and American literary creation in the context of cultural market.

Types	Poetry	Novels	Theatre	Biography
Plot	3	3	4	3
Structure	4	4	4	3
Languages	3	4	3	4

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence.

Conclusions: The theme of insanity in literature needs to reflect the changing background of medicine, society and literature. The motif of this theme has continuity, and it is a special representation of these background influences. Equating insanity with animals is reflected in ancient Greek tragedies, in Thomas Cleave, in Shakespeare, and most recently in Suzanne Cayson. Sometimes the association conveys that a society views insanity as discrimination against low-level forms of life. On the other hand, it shows the individual's pain, the insincere gratitude under repression, the resistance to the pressure of daily life, the effort to maintain the remnant self, and the religious worship to the natural peculiarity. Subjective authority, a source of conflict in literature, manifests itself in various forms through the inner character of the protagonists, their specialty will loss. When the characters call for social justice, they fight for self-orientation and self-affirmation. The theme of insanity reflects the continuity and new ideas in the process

of human psychological development, and reveals the complex relationship between individual psychology and social history.

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THE PRACTICAL SIGNIFICANCE OF THE HISTORY AND ARCHAEOLOGY OF THE NORTHEAST BOHAI KINGDOM FROM THE PERSPECTIVE OF APPLIED PSYCHOLOGY

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Background: In Bohai, which has existed in the present Northeast Asia for 229 years, many ethnic groups of different sizes, such as Momo, Goryeo, Han, Fuyu, Khitan, Xi, Woju, and Yiqi, have lived in harmony and worked diligently, building a world-famous "Haedong Shengguo". During the heyday of the Bohai Sea, its jurisdiction, in addition to most of the current Northeast China, also included Russia's Primorye Territory and parts of the northern Korean Peninsula. The Bohai regime also opened up the sea and land channels for exchanges with the Tang Dynasty, Khitan, Heishui Mohe, Silla, Japan and other places at the time, conducted extensive exchanges, and wrote a chapter of friendship among Northeast Asian countries. Therefore, mainly China, countries including North Korea, Japan, Russia, South Korea and other countries should take the literature and archeological data as the standard, regarding the ethnic origin, ethnic affiliation, political system and foreign exchanges of the Bohai Kingdom, the Five Capitals system and the capital, Extensive research has been carried out on economics and culture, the compilation and examination of historical materials, and the results have been remarkable. Many scholars have made incisive expositions on this. From the perspective of space, grasp the spatial structure and differentiation laws of different scales and different types of things. In addition, it also analyzes and explains the relationship between human society and the environment.

Applied psychology has a very close relationship with history. Applied psychology not only studies the historical differentiation laws of the Northeast Bohai Kingdom from the perspective of external economy, but also studies the evolution process and laws of the relationship between man and land from the perspective of time. Both discipline departments pay attention to this characteristic of time perspective, which fully demonstrates the closeness of the relationship between applied psychology and history. Therefore, it is necessary to make full use of the research methods of applied psychology in the study of Bohai history to enrich the research content of Bohai history.

Objective: The use of applied psychology can broaden the academic field of the study of Bohai history, provide new research methods and means for the study of Bohai history, and enable the study of Bohai history to a higher level. Through the production of various accurate Bohai history maps, it provides effective tools for the study of Bohai history, provides scientific basis for the protection and research of Bohai relics, protects and enriches the cultural and historical tourism resources of the border ethnic minority areas, and contributes to the development of economic and social stability in the border areas. make a contribution. By studying the psychological changes in different periods, it can also effectively analyze the dynamics of border countries, enhance academic exchanges between China, North Korea, South Korea, Russia, and Japan, and promote transnational regional tourism at the border of China, North Korea, and Russia. Cooperation etc.

Subjects and methods: Applied psychology can realize the practical significance of the history and archeology of the Northeast Bohai Kingdom through various forms. This article mainly studies and analyzes the influence of applied psychology, the question of historical belonging, the enhancement of people's understanding of national history, the identification of the nation, and the promotion of economic and cultural exchanges.

Study design: Using stratified cluster random sampling method, 600 groups of different social classes were investigated. Students, citizens, and historical and archaeological scholars were randomly selected to conduct a questionnaire survey, 582 questionnaires were distributed, and 567 valid questionnaires were recovered.

Methods: Using Excel to count the understanding of the history of Northeast Bohai State through applied psychology by different social classes, and then influence their own national identity.

Results: The territory of Bohai State includes most of the northeast, Russia's Primorye Territory, and

parts of the northern part of the Korean Peninsula. This area is a beautiful and fertile area where many ethnic groups have flourished for a long time. The establishment of the Bohai State in the region was the only period in which the region became a whole. In the subsequent historical process, due to its sensitive geographic location and geopolitical reasons, the Bohai territory was always divided by multiple countries. Today, with the collapse of the Cold War structure and the advancing wave of globalization, the region has gradually formed an atmosphere of cooperation with the economy as the medium.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 600 group evaluation values and take the average, and the results are determined by rounding off. The specific statistics table obtained is shown in Table 1.

Table 1. The significance of different social classes in understanding the history of Bohai Kingdom in northeast China.

Factor	Historical attribution	National identity	Economic and cultural exchange
Student	4	3	3
Citizen	4	4	3
History and archaeologist	4	4	3

Conclusions: The research content of Bohai Sea from the perspective of applied psychology includes the following aspects: use site location information to establish a spatial database of Bohai sites to obtain first-hand data for in-depth analysis; analyze the characteristics, laws and evolution of the spatial distribution of Bohai sites to reveal human society The relationship between development and natural evolution provides a basis for the protection of historical and cultural sites; analyzes the impact of natural and human geography on the spatial layout of Bohai sites, and fully explains the reasons for the site layout; establishes a prediction model for the distribution of Bohai sites, and tests the model; Eventually, the Bohai Historical Geographic Information System will be established. This kind of research can provide more clues and possibilities for the study of Bohai history, and is of great significance to the study of Bohai history.

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THE INFLUENCE OF COLLEGE STUDENTS' LIFE VALUES EDUCATION ON DEPRESSION PATIENTS

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Background: In recent years, the incidents of ignoring life and denying life happen frequently among college students, which need educators' attention and proper guidance. At present, college students themselves generally lack the correct values of life, lack of a strong sense of responsibility for life, lack of happiness, is the root cause of a series of life crisis.

Influenced by the times and their own characteristics, a series of problems about the cognition and practice of the value of life have arisen in the growing process of college students. In order to solve these problems thoroughly, we should try our best to develop and perfect the life values education of college students. The education of life values of college students is a series of educational practice, which aims at exploring the meaning of life, establishing the belief of life, taking on the responsibility of life, creating the happiness of life, following certain educational principles, using certain educational methods, continuously optimizing the external educational environment, finally realizing the practical life, helping students to know and understand the value of life, to practice and create the value of life, to promote and exceed the value of life. Theoretical research and practical work based on the perspective of positive psychology helps to pay more attention to the proposition of "human life", to promote the scientific development of the subject of ideological and political education, to improve the effectiveness, pertinence and times of ideological and political education, and to change the perspective of our theoretical research from the previous "life education" to "life values education". In practice, it is helpful to the construction of harmonious campus and even harmonious society, to the perfection of students' personality, to the realization of "free and all-round development", to the renewal of ideas and the promotion of quality of

ideological and political educators.

Objective: At present, the education of college students' life values is still in its infancy. We need to analyze the problems and challenges faced by the education of college students' life values from the perspective of positive psychology, and get the specific ways and countermeasures for the development of life values education of college students. Especially, we should try to find an effective way to adapt to the development of the theory and practice of life values education in our country from three aspects.

Subjects and methods: The survey randomly selected 300 undergraduates (all from full-time colleges and universities), aged 19-24, with an average age of 22.1 years. A total of 300 questionnaires were distributed and 279 were recovered with a recovery rate of 93%. The questionnaire was the Depression Self-Rating Scale SDS), where the lower the score, the healthier the students were. The students were divided into two groups randomly. The experimental group received life values education and popularized positive psychology knowledge, while the observation group received no special education. After 60 days, students in both groups were graded for depression symptoms before and after education. Using SPSS17.0 and Excel at the same time, this paper analyzes and sorts out the survey data by means of comparison, induction and summary.

Results: Before life values education, there was no significant difference between the observation group and the control group ($P > 0.05$); After 60 days of life values education, the SDS scores of the experimental group were significantly lower than those of the observation group. The difference between the two groups was statistically significant $P < 0.05$). The results were shown in Table 1.

Table 1. Statistical results of SDS scores of two groups of patients before and after the experiment.

Groups	Before experiment	After the experiment
Experimental group	48.67±5.1	12.11±1.7
Observation group	47.54±5.4	37.97±4.4
t	1.052	9.517
P	>0.05	<0.05

Conclusions: From the perspective of positive psychology, life values education for college students with different degrees of depression has a greater impact on college students with depression. The results showed that after life values education, the score of students' self-rating depression scale decreased significantly, and the difference was significant, indicating that the education was effective. School educators should guide and educate students to respect, love and fear life. Life values education should be organically combined with legal education, moral education and psychological education. Guide students to cherish their own lives, fear the lives of others. Through the education of diet, sleep, sports, safety and interpersonal relationship, the education of health and safety of body and mind can be infiltrated into various subjects and social practice. Instructors and psychological teachers should take on the important task of students' life and health education, pay special attention to students' physical and mental growth, pay attention to students' ideological changes, carry out regular communication and exchange with students, be students' mentors and helpful friends, timely dredge and resolve students' ideological puzzles and psychological problems, help students solve specific learning problems, help students correctly understand and deal with the relationship with their parents, and the relationship with students and teachers. Guide students to work hard, persevere in learning, with a positive attitude to embrace life.

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AN ANALYSIS OF THE EFFECT MECHANISM OF THE CULTIVATION EFFECT OF THE MANAGEMENT TALENTS OF INDUSTRIAL AND COMMERCIAL ENTERPRISES IN COLLEGES AND UNIVERSITIES BASED ON BEHAVIORAL PSYCHOLOGY

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Background: The concept of behavioral psychology was proposed by Argyris, an organizational psychologist, in his book Understanding Organizational Behavior in 1960. It is used to describe the unwritten

psychological relationship between employees and employers in an enterprise in addition to the normal employment contract relationship, in which both sides have implicit expectations. In this paper, this concept is applied to the teaching research of business administration specialty in colleges and universities. There is also a behavioral psychological relationship between teachers and students, and there are psychological processes such as the perception of responsibilities and obligations of both parties and the fulfillment of responsibilities and obligations. This paper takes business administration as an example to study the mutual responsibilities, obligations, expectations and understandings between teachers and students in the process of talent training and teaching. When the mutual expectation of both parties is consistent with the performance of the other party, the behavioral psychological relationship is formed.

In the teaching process of colleges and universities, the formation of behavioral psychology between teachers and students can promote the teaching effect. Talent cultivation involves the interaction between teacher "teaching" and student "learning", both sides establish a good behavioral psychology relationship and get the positive feedback of "teaching" and learning, which can not only make teachers actively involved in teaching, but also improve the subjective initiative and enthusiasm of students. The behavioral psychological relationship between teachers and students is not invariable. Improper maintenance will cause psychological violation of one or both sides, and the relationship between the two sides will gradually deteriorate. Teachers slack off in their work, and students appear the state of learning "leaving". The training of students majoring in business administration is not only the training of professional quality, but also the education of expanding skills and interpersonal communication. Therefore, "teaching" and "learning" in colleges and universities are not independent, but linked with each other, schools need to establish a good relationship of behavioral psychology to train students.

Based on the theory of social information processing, this study attempts to reveal the influence of behavioral psychology on the training effect of college and university business management talents from two aspects of behavioral psychology cognition and emotion, that is, the positive path of stimulating college business management talents and the negative path of negative emotion.

Subjects and Methods: In order to better test the research model, the research objects were limited to the business management group in the university, and grass-roots staff did not participate in the survey. As the business management team is jointly responsible for the business work within the jurisdiction, the regional manager is regarded as the group leader in this study, and the business supervisor is regarded as the group member. With the consent of the university's human resources department, the researchers obtained a list of volunteers to participate in the questionnaire. Based on the list, researchers sent e-mails to the leaders and team members explaining the survey procedures and procedures, and stating that the results of the research will not be reported to the university in real-name form. In order to avoid the bias of homology method, this study adopted a multi-point and multi-source design. The survey was conducted at three time points with an interval of one month for each survey.

Study Design: 152 group leaders and 839 group members from 152 business management groups were invited to participate in a questionnaire survey. Group leaders evaluate their own tendencies, and group members evaluate the importance of group work. A total of 152 questionnaires for group leaders were distributed in this round, and 126 were recovered, with a recovery rate of 82.9%. 839 questionnaires were sent out and 677 were recovered with a recovery rate of 80.7%.

Methods of Statistical Analysis: (1) This study uses the scale developed by Schaufeli et al. (2009) to measure leaders. The scale consists of 10 items and is self-rated by the group leaders. An example of a measurement item would be: "Whenever I'm not working, I feel guilty." The Cronbach's A value of this scale is 0.95.

(2) Involvement in group work. This study adapted the scale developed by Kanungo (1982) to measure involvement in group work. The scale consisted of 10 items and was self-rated by group members. The group summing average is calculated as group work involvement. An example of a measurement item would be: "Our team focuses on work most of the time." Cronbach's A value of the scale was 0.91. The Rwg of this variable was 0.83, ICC (1) was 0.38($P<0.001$), and ICC (2) was 0.75. Together, these results suggest that this variable has high intra-group consistency and significant inter-group differences, so it is reasonable to aggregate group member scores to the group level.

(3) Group negative emotions. Following previous studies, this study regarded Group negative emotions as the common emotional experience of Group members, and applied the "summation aggregation model" to take the Group mean of Group members' evaluation as Group negative emotions. This study adapted a scale developed by Watson et al. (2019) to measure negative emotions of group members. There were 5 items in the scale, and members made self-evaluation. An example entry is: "WORKING in a group, I feel resistant and bored." Cronbach's A value of the scale was 0.96. The Rwg of this variable was 0.73, ICC (1) was 0.43($P <0.001$), and ICC (2) was 0.79. Therefore, this variable has high intra-group consistency and obvious inter-group difference, and it is reasonable to aggregate it to the group level.

Results: Although this study adopts multi-point and multi-source questionnaire design, it still belongs to

cross-sectional data in nature, and there may be potential common method deviation. Therefore, "Harman (1976) single-factor method" and "Control unmeasured single method latent factor Method" were adopted in this study to test the common method deviation. The analysis results of "Harman (1976) single-factor method" showed that after unrotated exploratory factor analysis of all variables, the total variation explanation number of factors with feature roots greater than 1 was 72.91%, among which the variation explanation amount of the first principal component was 21.87%, less than 50% and less than half of the total variation explanation amount. At the same time, the "latent factor method of controlling unmeasured single method" analysis results show that the five-factor model (χ^2 = 715.84; df = 225; χ^2/df = 3.18; CFI = 0.92; TLI = 0.91; RMSEA = 0.07; Between groups SRMR = 0.06; Intra-group SRMR = 0.05) and the potential factor model (χ^2 = 751.88; df = 199; χ^2/df = 3.78; CFI = 0.91; TLI = 0.88; RMSEA = 0.08; Between groups SRMR = 0.07; Intra-group SRMR = 0.06) showed no significant difference in fitting index (χ^2 = 36.04, df = 26, P = 0.091). Therefore, the problem of common methodological bias in this study is not serious.

Table 1. Descriptive statistics and the correlation coefficient matrix.

	Variable name	M	SD	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	Leadership	0.62	0.49	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	Leadership age	38.52	9.03	0.11	-	-	-	-	-	-	-	-	-	-	-	-	-
3	The level of	2.32	0.67	-0.04	-0.26**	-	-	-	-	-	-	-	-	-	-	-	-
4	Group size	4.88	1.1	0.06	-0.07	0.11	-	-	-	-	-	-	-	-	-	-	-
5	Number of years	5.03	1.94	0.03	-0.07	-0.04	0.07	-	-	-	-	-	-	-	-	-	-
6	The organization	0.41	0.49	-0.01	-0.01	0.12	-0.03	0.03	-	-	-	-	-	-	-	-	-
7	The institutional	0.54	0.5	0.01	0.04	-0.13	0.02	0.04	-0.68***	-	-	-	-	-	-	-	-
8	The institutional	0.38	0.49	-0.05	-0.05	0.09	0.09	0.09	-0.14	0.05	-	-	-	-	-	-	-
9	Institutional grade	0.48	0.5	0.02	0.07	-0.03	-0.01	-0.08	0.14	-0.04	-0.48**	-	-	-	-	-	-
10	Leadership	4.5	0.98	-0.01	0.21*	0.05	-0.03	0.12	0.02	-0.09	-0.03	-0.02	0.79	-	-	-	-
11	Group work was	4.38	0.55	-0.11	-0.15	0.06	-0.09	-0.03	0.19	-0.21	0.25*	0.19	0.35	0.75	-	-	-
12	Group negative	3.65	0.97	-0.03	-0.06	0.1	0.17	-0.02	-0.01	-0.03	0.01	0.06	0.43	-0.06	0.09	-	-
13	Importance of	3.72	1.06	-0.14	-0.19	0.05	-0.02	-0.08	0.08	-0.04	0	0.04	0.06	0.14	-0.03	0.86	-
14	Group	4.84	0.76	-0.08	-0.15	0.16	-0.08	0.05	-0.12	0.11	0.03	0.08	0.18	0.38***	-0.19*	-0.11	0.79

Table 1 shows the descriptive statistics of the study variables and the correlation coefficient matrix. According to Table 1, leadership was significantly positively correlated with group work involvement and group negative emotions (7 = 0.35, P < 0.001; 7 = 0.43, P < 0.001); Group work involvement was positively correlated with group performance (7 = 0.38, P < 0.001). Group negative emotions were significantly negatively correlated with group performance (7 = -0.19, P = 0.042). The above correlation statistics provide a preliminary basis for the subsequent hypothesis testing.

Conclusions: In higher vocational education, the behavioral psychology of teachers and students refers to the mutual responsibilities and obligations, understanding and expectations in the teaching process. Taking the major of business administration as an example, this paper analyzes the dimensions and contents of behavioral psychology of both sides in the teaching process, as well as the influence mechanism of these dimensions on the training effect, and finally puts forward measures to improve the teaching effect of business administration based on behavioral psychology.

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THE PROFESSIONAL DEVELOPMENT MODEL OF COLLEGE ENGLISH TEACHERS BASED ON EDUCATIONAL PSYCHOLOGY

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Background: In recent years, researchers have discovered two general elements that can improve educational psychology and reduce academic gaps-English teaching mode and educational psychology. The English teaching model is the cognitive process of teachers deliberately controlling attention, thinking and behavior for the purpose of English teaching. It mainly includes the flexible conversion of attention and cognition, working memory and inhibitory control. It is known as the student's "brain" Traffic control system". A number of studies in Europe, America and my country have used the "head-foot-knee-shoulders" task to examine the teacher's English teaching model, and all found that education psychology and English teaching model can predict the future English learning achievements of high school students.

Although many countries have incorporated this into national-level student learning standards or curriculum guidelines, related research is lagging behind. At present, researchers have not yet reached a consensus on the psychological connotation of education, but they generally pay attention to elements such as curiosity and interest, initiative, persistence, concentration, and problem-solving ability. Research on educational psychology usually explores its impact on the development of English teaching models. The educational psychology shown by the research can not only predict the learning achievements of students during the academic period, but also predict the reading and reading achievement in adulthood and whether the university will graduate successfully. Some scholars have found that persistence has a significant effect on oral and reading prediction, while curiosity and interest can only predict language mastery. Generally speaking, educational psychology is related to the development of English teacher teaching mode, especially reading, but the relationship with language mastery is not clear.

A small number of studies have examined the mediating role of educational psychology in the relationship between the development of English teaching models and English teaching models. Two follow-up studies show that educational psychology plays a part of mediating role in the relationship between English teaching mode and the development of students' reading and language use. However, some studies have pointed out that educational psychology is not an intermediary variable in the relationship between English teaching mode and academic performance. English teaching mode may be an intermediary variable between educational psychology and the development of English teaching mode, or there is a two-way relationship with educational psychology, thereby promoting the development of English teaching mode.

Subjects and methods: Select 6 district-level model schools from a certain school, and randomly select high schools 1, 2 and 3, one class for each grade from each school, a total of 18 classes. In each class, 14-16 middle-performing students are selected by the teacher, a total of 269, of which 131 are female students, accounting for 49%. There was no significant difference in the number of male and female students in each class (X^2=0.07-0.69, P>0.05), with an average age of 58 months.

Use the HTKS task to examine the English teaching model. This task requires students to complete an opposite game, including two sets of rules-head and feet are opposite, knees and shoulders are opposite (Ponitz, McClelland, Matthews, & Morrison, 2009). When the researcher says "touch your head" or "touch your knee", students need to touch their feet or shoulders. This task consists of two parts, each part contains 10 items. The first part contains only one set of rules, "head-foot" (version A) or "knee-shoulder" (version B). The second part mixes two sets of rules, and students need to switch constantly. The researcher can choose the version by himself, and the A version is selected for this study.

Study design: The task is in a one-to-one format. The researcher speaks instructions and the students respond with actions or verbally plus actions. Each item is scored with 0, 1, and 2. In a certain item, if a student answers incorrectly, it will be scored as 0, and if there is self-correction, it will be scored as 1 point, and if it is completely correct, it will be scored as 2 points, for a total of 40 points. The internal consistency coefficient of this task is 0.90.

Methods of statistical analysis: The study uses the learning behavior and social skills part of the Student Behavior Rating Scale to evaluate educational psychology. The researcher and a graduate student majoring in preschool education translated and back-translated the scale. After that, 10 college teachers were invited to give feedback. On this basis, the researcher deleted two questions and made amendments to the other two questions, and invited 5 preschool education experts from colleges and universities to review the expression and conformity of the content, forming a 13-question scale (see Table 1). The scale is used by

teachers to evaluate students based on daily observations using a 5-level score. 1-5 means "never", "rarely", "sometimes", "always" and "always" respectively.

Results: In the study, 24 parents of students did not fill out the questionnaire. On the basis of obtaining the consent of the parents and teachers, the researcher obtains the age information of the students from the teachers. After testing, the remaining students and the 24 students in the English teaching mode are (33) = -1.75, $P > 0.05$, Cohen's d = 0.32), and the educational psychology is (241) = -0.001, $P > 0.05$, Cohen's d = 0.001], language [(267) = -0.13, $P > 0.05$, Cohen's d = 0.02] and reading (267) = -1.22, $P > 0.05$, Cohen's d = 0.27] have no significant difference in ability. Therefore, excluding this part of students, the data of 245 students were finally included in the analysis. Among them, the educational psychology data of 10 students were missing. In the analysis, maximum likelihood estimation was used to impute the missing values. Table 1 presents the descriptive statistics of all variables.

Table 1. Statistical variable information.

Variables	Percentage	Standard	Range	Total
Age	57.91	10.08	41-76	-
The mother	13.69	2.66	6-21	-
English teaching	31.34	8.83	0-40	40
Education	47.25	7.42	28-63	65
Language master	34.37	4.50	21-42	42
Language use	14.92	5.93	2-25	25

Further analysis showed that the educational psychology of female students was significantly better than that of male students [r (233) = 2.33, $P < 0.05$, Cohen's d = 0.30], but in the English teaching model [r (243) = 0.43, $P > 0.05$, Cohen's d = 0.06], language ["r (243) = 1.52, $P > 0.05$, Cohen's d = 0.19] and language use [r (239) = 0.83, $P > 0.05$, Cohen's d = 0.11], there is no difference. In addition, students are in English Teaching mode [F (2,242) =51.42, $P < 0.001$, criticism=0.30], educational psychology [F (2,232) = 7.37, $P < 0.01$, n_2 = 0.06] and language [F (2,242) = 74.15, $P < 0.001$] and reading [F (2,242) = 173.89, $P < 0.001$, listening = 0.59]. The age difference in ability is both significant. In terms of educational psychology, there is no difference between first grade and second grade students, but they are both significantly lower. Third grade students. There is a significant difference between the two age groups in English teaching mode, oral and reading scores, the third-grade students perform best, and the first-grade students score the lowest. Therefore, the follow-up analysis uses age as a control variable.

Conclusions: In general, this research has responded to international discussions on the relationship between educational psychology and the development of English teaching models, and discovered the mediating role of educational psychology in the relationship between English teaching models and language use. There are research results. However, which aspects of specific educational psychology play an important role in which aspects of the development of English teaching models. Which elements of educational psychology have an intermediary effect on the relationship between the development of English teaching models. Is the relationship between educational psychology and the development of English teaching models different over time? The response to these questions urgently needs to be discussed in follow-up research. In addition, individual intelligence, family nurturing, parent-child interaction, etc. may affect the development of educational psychology and English teaching mode, but this study did not pay attention to it, which may have an impact on the research results to a certain extent, and needs to be addressed in future research.

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COLLEGE ENGLISH TEACHING STRATEGIES FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Driven by the upsurge of positive emotion research abroad, domestic psychology researchers have also conducted localized research. The impact of positive emotions on human development has been studied by domestic researchers on positive emotions, social support, and subjective well-being. There are not many studies on the relationship between positive emotions, mental health, and academic performance, and there are limitations. The specific manifestations are as follows:

First, there are very few studies on the relationship between positive emotions and English teaching strategies. Using "positive emotion" and "academic performance" as keywords, we searched China CNKI for journal articles from 1979 to 2021, and found that there were only 10 papers, and these studies have inconsistent results on whether positive emotions are related to academic performance, The research on the relationship between positive emotions and English performance has not been seen.

Second, it is limited to the study of the correlation between the two, and rarely combines the three to explore the role of emotional intelligence and the relationship between the three. When existing studies explore the relationship between positive emotions and academic performance, researchers mostly use students' average grade points as academic performance. This may be due to the low standardization of some academic examinations and inconsistent scoring standards, which leads to whether positive emotions and academic performance are inconsistent. The related results are inconsistent.

Because English teaching strategies account for a large proportion of college students' academic performance, this study replaced academic results with standardized CET-4 scores, and conducted in-depth discussions on the relationship between emotional intelligence, mental health, and English teaching strategies, in order to improve college students. The mental health level, English teaching strategies and intervention measures to further improve academic performance provide a theoretical basis.

Subjects and methods: The subject adopt a stratified sampling method to conduct a questionnaire survey of students in a certain college. A total of 358 valid questionnaires were collected, including 126 boys and 232 girls, ranging in age from 18 to 21 years old. The positive emotion questionnaire adopts the "College Student Positive Emotion Questionnaire" compiled by the previous research. The questionnaire was compiled in accordance with standard norms, with a total of 61 items, including 5 subscales, including 19 introspective subscales, 11 interpersonal relationship subscales, 9 stress management subscales, and 11 adaptive subscales. General 9 questions on the emotional subscale.

Study design: The questionnaire is scored from 1 to 7, which are completely non-conforming, relatively non-conforming, somewhat non-conforming, uncertain, somewhat conforming, relatively conforming, and completely conforming. The higher the score, the higher the level of positive emotions. The questionnaire has good reliability and validity, and the internal consistency coefficient of the five subscales is between 0.695 and 0.806. The dimension conception and entry writing of the questionnaire are based on Bar-on's positive emotion theory. Before and after the initial test of the questionnaire, the psychology doctoral supervisor was asked to review Table 1 and revise it many times. The questionnaire has good content validity. The questionnaire also uses the principal component method to perform factor analysis on the five subscales, and the cumulative contribution rate is 52.721% to 54.085%, which has good structural validity.

Methods of statistical analysis: The researchers numbered the returned questionnaires, eliminated blank and incomplete questionnaires as invalid questionnaires, and used SPSS 20.0 for data management and statistical analysis.

Results: Analysis of the overall situation of college students' positive emotions. Statistical analysis shows that the subscale scores of colleges students' positive emotions in descending order are: interpersonal relationship (4.72±0.59), adaptability (5.04±0.64), stress management (5.29±0.99), introspection (5.41±0.77), General mood (5.50±0.98).

The difference between different groups of college students' positive emotions. This study used independent sample t-test and analysis of variance. The results found that there were no significant differences in gender, family location, and independent sample t-tests of whether or not they were only children, but there were significant differences between students of different grades.

The multiple comparison results of post-mortem analysis showed that in the introspection subscale, the scores of grades 3 and 4 were significantly higher than that of grade 1, and the introspection scores of grade 4 were the highest; in the interpersonal relationship subscale, the scores of grade 4 were significantly higher than those of grades 1 to 3, 2. Grades have the lowest scores; in stress management, general emotion subscales, and total positive emotions, grades 3 and 4 scores are significantly higher than those of grade 1, and are not significantly different from grade 2, and both show the lowest scores of grade 1. Adaptation In the sex subscale, grade 4 has the highest score and is significantly higher than grade 1, which is not significantly different from other grades.

Comparison of positive emotions and mental health among college students with different English teaching strategies. Rank the students' English teaching strategies, the top 30% are in the high group, and the last 30% are in the low group. The positive emotion subscales, total scores, and mental health scores of college students in the high and low groups are respectively subjected to independent sample t-test. There

are significant differences in the introspection, interpersonal relationship, adaptability subscale, and the total scores of positive emotions between the high and low groups of English teaching strategies, but the mental health scores are not significant. In the positive emotion subscales, the total positive emotion score and the mental health score, the scores of the high group of English teaching strategy are higher than the low group of the English teaching strategy. The statistical results are shown in Table 1.

Table 1. Statistics of positive emotions and mental health and English teaching strategies.

Project	Introspection	Interpersonal	Stress	Adaptability	General mood	Positive mood level	Mental health
Mental health	-0.26[**]	-0.02	-0.31[**]	-0.25[**]	-0.38[**]	-0.33[**]	1
English teaching	0.19[*]	0.18	0.23[*]	0.16	0.14	0.23[*]	-0.02

According to the above figure, comparing the positive emotions and mental health of college students with different English teaching strategies, it is found that students with high English teaching strategies have higher positive emotion subscales and higher total positive emotion scores, especially in introspection, interpersonal relationships, and adaptation. There are significant differences in the scores of the sex subscale, which shows that improving the introspection, interpersonal relationship and adaptability of college students will play a very important role in obtaining good English teaching strategies. The mental health scores of students in the high English teaching strategy group are higher than those in the low group. This shows that the mental health of students with good English teaching strategies is worse than that of the low group. Pay attention to the mental health of students.

Conclusions: This article explores the relationship between positive emotions, mental health, and English teaching strategies. In this study, 358 college students were investigated using the College Students' Positive Emotion Questionnaire, the Symptom Self-Rating Scale (SCL-9O) and the National College English Test Band 4 questions. It is concluded that the scores of the positive emotion subscales of college students from small to large are: interpersonal relationship, adaptability, stress management, introspection, and general emotion; the positive emotions of students in different grades have significant differences ($F = 6.298$, $P < 0.01$); the positive emotion scores of students in the high and low groups of English teaching strategies are significantly different ($t = 2.509$, $P < 0.05$); Emotional intelligence is significantly correlated with mental health and English teaching strategies ($F = 0.380-0.227$), $P < 0.01$ or $P < 0.05$). Different grades will affect college students' positive emotions, and positive emotions will have an impact on college students' mental health and English teaching strategies.

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AN ANALYSIS OF THE COGNITIVE BIAS OF ACCOUNTING INFORMATION USERS FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: The purpose of this study is to explore the impact of information perception bias on accounting information users. It is believed that there will be differences in CIP when decision-makers make decisions under different conditions of information perception bias. Information cognitive biases play an important role in the cognitive users of behavioral decision-making. Time perception at different distances will affect the information representation, result valence, feature evaluation, self-representation and information search cognitive activities in the decision-making process. However, this research examines another mechanism of decision-making cognitive activities from the perspective of information cognition bias, that is, the accounting information user effect.

Accounting information users mainly have two behavioral functions: accounting information search and accounting information evaluation. The former refers to the decision-maker's priority selection and selection of information that supports original attitudes, decisions and beliefs from the decision-making context, while deliberately ignoring other unsupported information The tendency of sexual information; the latter refers to the tendency of decision-makers to evaluate the quality of consistent information higher

than that of inconsistent information. These two behaviors have a significant positive correlation, and this study also uses them as indicators of CIP.

People's understanding of the consistent relationship between attitudes and behaviors depends on their psychological representations of decision-making background information. In response to some decision-making issues and tasks such as transformation and transformation, entrepreneurial selection, and personnel evaluation, this study proposes that there is a time discount effect between the verification bias of current decisions and the verification bias of future decisions. The tendency will continue to decrease.

In order to further explain how information cognition bias affects CIP, this study explores the mediating effect between time distance and verification bias, and analyzes the boundary mechanism of verification bias time discount effect based on the interpretation level theory. At the same time, this research is also a response to the research trend of decision-making user bias. The proximity of decision-making time will affect information user bias.

Subjects and methods: 50 students from a certain university participated in this experiment, of which 34 males had an average age of 18.86 (*SD* = 0.95). This experiment adopts a single-factor experiment design between subjects, and the independent variables include two levels: short-term decision-making and long-term decision-making. Participants were randomly assigned to two levels.

Study design: This experiment uses self-compiled situational decision-making events and requires subjects to make product transformation decisions. The material preparation refers to previous research in structure and form. In order to manipulate the information cognition bias of decision-making events, this experiment informs the subjects of different time points of decision-making. Participants are required to evaluate the time interval between the occurrence of decision-making events after the initial decision, as an operational test of information cognitive bias, such as "how long do you perceive from this decision", using an 11-point scale, 0 = Very short, 10 = very long.

Participants need to evaluate the expected quality of each piece of information, which specifically includes two dimensions: information value (how much do you think this piece of information is worth to you; 0 = completely worthless to 10 = completely valuable) and information importance (What do you think is the importance of this information for making good decisions; 0 = very unimportant to 10 = very important). There is a significant high correlation between the evaluation of information value and information importance (*F* = 0.82, *P* < 0.001). We averaged the two and used it as an indicator of information evaluation. After the subjects completed the evaluation, they withdrew the experiment manual.

Participants were asked to select the information they would like to learn more about from the same 12 pieces of information. In order to avoid the demand effect, the subjects will freely select and label information in another experimental manual. We count the number of subjects searched for consistent and inconsistent information, and each search for information is counted as 1 point (the highest information for each category) 6 points, the minimum is 0 points). At the end of the experiment, they were asked to make a final decision. Based on previous processing methods, this research aggregates the perceived information value, information importance, and information search difference value (the difference value is the evaluation of consistent information (number of selections) minus the evaluation of non-uniform information (number of selections)) As the overall index of CIP (for the sake of simplicity, the difference values of these three indexes are called information value deviation, information importance deviation and information search deviation, and their deviations are manifested as the verification tendency among information users). The difference value is represented by the verification deviation. A positive number represents the user's tendency to verify the information, and a negative number represents the tendency to fail.

Methods of statistical analysis: Researchers number the returned questionnaires, remove blank and incomplete questionnaires as invalid questionnaires, and use SPSS 20.0 for data management and statistical analysis

Results: (1) Manipulation inspection. Through the independent sample *t* test, we compare the short-term decision (*M* short-term = 3.96, *SD* = 1.87) and long-term decision (*M* long-term = 6.29, *SD* = 2.20). Significant difference, *t* (48) =-4.05, *P* < 0.001, *d* = 1.14, indicating that the experiment is successful in the operation of information cognitive bias.

Accounting information user effect. We use information value, information importance, and information search differences as three specific indicators of CIP. The original difference value of information value, information importance evaluation and information search has shown in Table 1.

According to Table 1, the difference value of the first two is continuous data, and the difference value of the latter is integer data, so it cannot be merged directly. Drawing lessons from previous treatment methods, they are converted into Z scores and then converted into average values to form a verification bias (Cronbach's a = 0.72; *M* = 0, *SD* = 0.81), as the overall CIP effect index.

Table 1. Raw difference values for information value, information importance evaluation, and information search.

Experimental conditions	Assessment deviation				Search for deviation	
	Value deviation		Importance deviation			
	M	*SD*	*M*	*SD*	*M*	*SD*
Recently	0.99	1.77	1.16**	1.68	1.46**	1.45
Forward	0.24	1.01	-0.13	0.66	-0.29	1.63

In addition, by doing regression analysis and using the perceived time interval to predict the various indicators of CIP, the results show that the time interval can significantly predict the information value deviation (B = -0.45, P = 0.001, R^2 = 0.21) and the information importance deviation (B = -0.55, P < 0.001, R^2 = 0.30), overall verification bias (B = -0.52, P < 0.001, R^2 = 0.27), and marginally significantly predicted information search bias (B = -0.26, P = 0.07, R^2 = 0.07), indicating that the CIP effect will decrease significantly with the increase of information cognition bias.

Conclusions: The study is based on the interpretation level theory to investigate the impact of information cognitive bias on accounting information users, that is, in the context of individual and organizational decision-making, people tend to prefer and overestimate information that is consistent with their own opinions and decisions, rather than non-information. Consistency information. Through experiments, the research results consistently show that recent decision-making will increase the verification bias in information search and evaluation, while long-term decision-making will reduce their verification bias. Perceived decision-making certainty plays a part of the mediating role.

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THE GUIDANCE WORK OF "POSITIVE ENERGY" PUBLIC OPINION RESOURCES ON THE MENTAL HEALTH OF COLLEGE STUDENTS

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Background: With public opinion as the carrier, the spread of "positive energy" has the characteristics of openness, virtuality, interactivity, permeability, etc. These characteristics have a great impact on the ideological status of college students, mainly manifested in the fact that college students pay more attention to individuality The pursuit of freedom, the importance of communication in virtual space, the diversification of its values, and the crises of trust and psychological barriers in some college students.

Under the influence of "positive energy", college students pay more attention to the pursuit of freedom and personality. The so-called "positive energy" refers to a cultural phenomenon that relies on the development of digital media, uses mobile phones and other emerging media as carriers, and is stored in mobile phones and other digital media information communication methods. The dissemination of "positive energy" has the characteristics of openness. This kind of openness is open in all aspects in the process of information exchange, including the openness of information dissemination sources, the openness of information dissemination media, and the openness of information recipients. In "positive energy" Under the influence of public opinion, they can freely choose the information resources they need according to their own interests and hobbies through public opinion, and they can obtain the opportunity to freely express their speech and opinions through public opinion, without being restricted by time and space and social ethics. College students have a broader vision, The things they are exposed to are also becoming more abundant. The spread of "positive energy" brings college students an open social environment, and at the same time brings college students into a "closed environment".

The spread of "positive energy" makes college students pay more attention to communication in virtual space. The virtual nature of the "positive energy" transmission process mainly refers to the transmission of "positive energy" through the use of virtual networks. The impact of this virtual transmission on college students is to make them keen on communication in virtual space, while ignoring reality. The emotional communication between people in life. College students are keen on communication in virtual space for the following reasons: First, due to the rapid development of public opinion, college students can do a lot of real-world things through virtual space, such as learning, meetings, etc.; second, "positive" The

dissemination of "energy" has been imperceptibly in the daily life of college students, and they have developed the habit of communicating through virtual spaces; third, some college students are indulging in the illusory world of the Internet and have reached a situation where they ignore the real world. Among them, the convenience of public opinion and the rich information resources brought by the spread of "positive energy" are the main reasons.

Subjects and methods: 68 students (32 males and 36 females) in the first two classes from a university were selected as subjects. In the study, one class was assigned as the guided work group (age range of 10-12 years old, 16 males and 19 women), and the other class was assigned as the control group (age range 10-12 years old, 16 males and 17 females). All the subjects were in good physical and mental condition. They were informed about the study and participated voluntarily. Stationery was given as a reward after the study. This study has been approved by the Ethics Committee of Shenzhen University.

Study design: The school conducts relevant mental health education lectures before the start of the study, and gives a detailed explanation of the positive energy guidance work in this study, and the teacher plays the positive energy recording during the guidance work process to guide the students to complete the positive energy guidance work to ensure Positive energy guides the normal progress of work. During this period, the control group had normal activities. Both groups filled out the FFMQ scale and the STAI scale before and after the four-week MBSR. Among them, the pre-test score is used as the baseline level score, and the post-test score is the level score after four weeks of guided work.

Methods of statistical analysis: Use SPSS23.0 to perform descriptive statistical analysis on the distribution of each variable, use independent sample r-test to investigate the differences between intervention treatment groups and gender differences, and use repeated measures analysis of variance to test the main effects of intervention treatment and measurement time and its interaction effects. Then, the main effect and interaction effect of intervention treatment and gender were tested by covariance analysis. Finally, use the SPSS macro program PROCESS to establish a regression equation to test the adjustment effect of the baseline level on the effect of positive energy guidance.

Results: Regression analysis found (see Figure 1) that the overall model is significant, $R^2 = 0.40\text{-}0.66$, $F(4,58) = 9.80\text{-}28.04$, $P < 0.001$. The main effects of the baseline level of each dimension are significant: the lower the baseline level of the four dimensions of positive energy, the greater the increase in the level of the corresponding dimension; the higher the baseline level of the individual with mental health problems, the decrease in the level of the corresponding dimension Bigger. The intervention treatment group X does not judge the baseline level, and the regression coefficient of the intervention treatment group X mental health problem baseline level is significant, so a simple slope analysis is further performed.

The results show that compared with individuals who do not judge the baseline level ($M+1SD$), individuals with a low baseline level ($M-1SD$) have a greater increase in the level of non-judgment in the positive energy group and the control group, but the increase does not exist. Differences between groups (0 simple slope = 0.06, $r = 0.04$, $P = 0.970$). Among the individuals who did not judge that the baseline level was high, they were not judged to maintain the original level after being guided by mindfulness, while the control group declined, and there was a difference in the amount of change between the two groups (0 simple slope = 4.90, $r = 3.18$, $P = 0.002$). Individuals with a low baseline level of mental health problems ($M-1SD$) decreased their level of mental health problems after positive energy-guided work. In the control group, the level of mental health problems increased significantly. There was a significant difference in the amount of change between the two groups (0 Simple slope = -16.80, $t = -4.99$, $P < 0.001$).
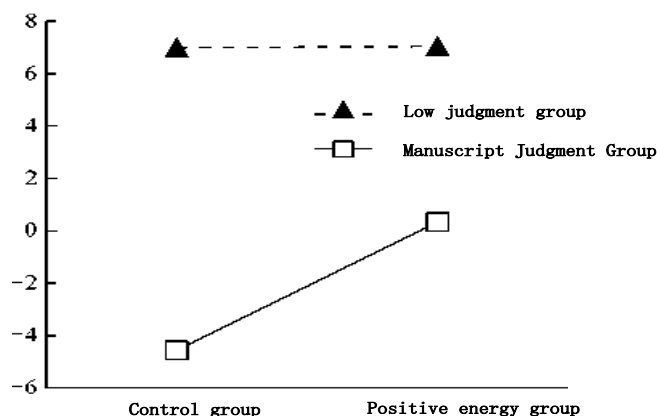
Figure 1. Regression analysis between control group versus positive energy groups.

Individuals with a high baseline level of mental health problems ($M+1SD$) decreased in the positive energy group and the control group, and the decline in the positive energy group was significantly greater than that of the control group (0 simple slope= -4.88, t = -2.18, P = 0.033).

In summary, the results show that the baseline level of mental health problems affects the effectiveness of college students' positive energy guidance work.

Conclusions: Select 68 freshman students and divide them into a four-week positive energy health guidance work group and a control group based on the class, and observe their impact on the mental health problems and positive energy levels of college students, and whether there is a baseline effect and gender difference in the effectiveness of the guidance work. The results showed that: (1) Four weeks of positive energy training can improve the positive energy level of college students and alleviate their mental health problems; (2) College students' mental health problems" baseline level affects the effect of positive energy guidance work; (3) Four weeks MBSR affects college students There is no gender difference in the effect of guiding work.

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RECOGNITION OF PSYCHOLOGICAL CRISIS SIGNALS OF COLLEGE STUDENTS BASED ON DATA MINING

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Background: Major public health emergencies refer to major infectious disease outbreaks, mass diseases of unknown origin, major food and occupational poisonings, and other events that seriously affect public health that occur suddenly and cause or may cause serious damage to public health.

The outbreak of the new type of coronavirus pneumonia, in addition to causing huge economic losses and serious casualties, will also cause severe psychological trauma to the public. The recognition and intervention of psychological crisis signals of college students can play a role in alleviating pain, regulating emotions, correcting cognition, and guiding correct attitudes. In the prevention and control of the epidemic, the remote data mining psychological service model of college students' psychological crisis signal identification and intervention may play a more important role.

Generally speaking, the construction of the psychological crisis signal identification and intervention system for college students in my country's public health emergencies is still in the theoretical and exploratory stage, and it lacks a comprehensive, complete and systematic framework and system. For public health emergencies such as this new coronary pneumonia, the remote data mining service model for the identification and intervention of psychological crisis signals of college students has played a major role in the prevention and control of the epidemic. In addition to network platforms and psychological hotlines, it may also be possible to combine remote data mining psychological consultation and other technologies to provide necessary help and support for front-line medical staff struggling in the epidemic area or callers with such needs. In addition, the rapid and effective organization of crisis identification and intervention work has also quickly alleviated the mental health problems of some people, and played a positive role in preventing serious mental health problems.

This paper takes the "anti-epidemic" hotline and network platform organized by the Mental Health Association as an example to identify and intervene in the psychological crisis signal of college students to explore the remote data mining psychological service model of psychological crisis signal identification and intervention for college students.

Subjects and methods: During the epidemic of psychology volunteers, from a database of experts who have voluntarily signed up for the service, those who have experience in identifying and intervening psychological crisis signals for college students were selected from hospitals, universities, primary and secondary schools, and psychological counseling institutions with many years of clinical experience. 123 volunteers with experience and psychological counseling experience participated in remote data mining for college students' psychological crisis signal identification and intervention. Among them, 57 have a psychology background, accounting for 46.34%; 10 have an educational background, accounting for 13%, 2 have a comprehensive background in psychology and education, accounting for 1.63%; 46 have a medical

background, including psychiatry, Respiratory Critical Care Medicine, etc., accounting for 37.40%; 8 in psychiatric and psychology comprehensive background, accounting for 6.5%.

Study design: Online Psychological Counseling Health Times In order to implement the work requirements of the relevant departments of the National Health Commission, the Meinian Health Group has jointly established a psychological counseling network free clinic platform. The online platform conducts extensive publicity through Health Times and public accounts. 123 psychology volunteers who have been trained in remote data mining crisis identification, intervention pre-job training, platform usage methods, etc. first registered on the free clinic platform. Callers in need put forward service needs in the form of scanning code appointments, register their phone numbers and other information on the online platform, and independently select the mental health scale for psychological evaluation before consultation, and the platform staff will match the information to the corresponding volunteers.

Methods of statistical analysis: Use SPSS23.0 to perform descriptive statistical analysis on the distribution of each variable, use independent sample r-test to investigate the differences between intervention treatment groups and gender differences, and use repeated measures analysis of variance to test the main effects of intervention treatment and measurement time and its interaction effects. Then, the main effect and interaction effect of intervention treatment and gender were tested by covariance analysis. Finally, use the SPSS macro program PROCESS to establish a regression equation to test the adjustment effect of the baseline level on the effect of positive energy guidance.

Results: Remote data mining is the main technology of college students' psychological crisis signal identification and intervention, listening, providing sufficient psychological support, and preliminary evaluation on the basis of good "empathy", mainly using the six-step method of college students' psychological crisis signal identification and intervention. The techniques mainly use psychological counseling and support, relaxation techniques, stabilization techniques, mindfulness meditation, etc. Remote data mining of college students' psychological crisis signal identification and intervention emphasizes listening and problem-solving. The distribution of identified psychological crisis signals is shown in Figure 1.
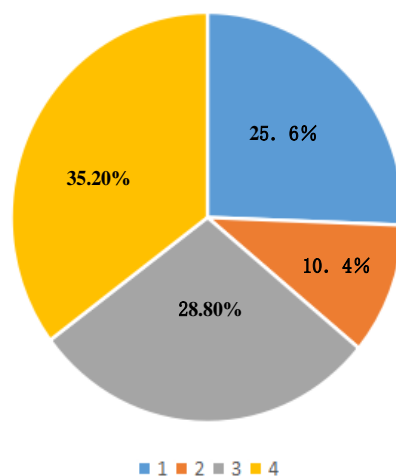
Figure 1. Fan diagram of psychological crisis signal distribution.

Figure 1 describes the proportion and classification of college students' psychological crisis signals, which are divided into 4 main types:

1. Panic caused by insufficient knowledge about COVID-19, such consultations accounted for 25.6% of the total number of consultations. It is mainly manifested as cough, fever, chest tightness, gastrointestinal discomfort and other similar symptoms of new coronary pneumonia, I still feel panic after going to the hospital to check and rule out new coronary pneumonia, or fear that the mask is not protected enough, the virus will fly in through doors and windows, or went to the hospital or supermarket during the epidemic, worry about being infected by other people. Mainly manifested as anxiety and panic.

2. Callers with a history of contact and negative emotions caused by a positive medical test are mainly those who have been to Wuhan, or have been in contact with people in Wuhan, or have been in contact with confirmed cases (4), are being quarantined or have been released from quarantine, accounting for 10.4%. Mainly manifested as severe anxiety, severe insomnia, compulsion, fear of carrying a virus or contracting a virus, etc. Even some callers already feel hopeless, have written a suicide note, and explain the funeral.

3. Somatization expression caused by the epidemic. Somatization is mainly due to the anxiety and panic caused by the epidemic, such as chest tightness, physical discomfort, inexplicable pain, body stiffness or

numbness, etc., check blood routine, do chest CT and other examinations to exclude After the new coronary pneumonia, symptoms such as chest tightness and difficulty breathing still exist. This part of the callers accounted for 28.80%.

4. Emotional and behavioral problems caused by the epidemic have become nervous, anxious, and sensitive due to the epidemic or excessive attention to the information of the epidemic. Worrying about being unable to work, having no income, or being separated from family members can lead to anxiety and depression, or being with family members can lead to conflict, depression, lack of motivation, or network dependence, inattention, restlessness, loss of control and helplessness, etc. This part of callers accounted for 35.20%.

Conclusions: Take the "anti-epidemic" hotline and network platform organized by the Mental Health Association as an example to identify and intervene in the psychological crisis signal of college students, to explore the remote data mining psychological service model of psychological crisis signal identification and intervention for college students. Method: 123 psychology volunteers who have rich experience and participated in pre-job training through an online psychological consultation platform, two telephone psychological consultation hotlines, using remote data mining psychological consultation technology, such as psychological support, relaxation technology, stabilization technology, Mindfulness meditation, etc., provided 379 callers with standardized remote data mining psychological services and random return visits. Results: Insufficient knowledge of new coronary pneumonia led to panic calls, accounting for 25.6% of the total number of consultations; calls with contact history and positive medical examinations that led to negative emotions, accounting for 10.4%; due to the epidemic Calls leading to somatic expression accounted for 28.80%; calls that caused emotional and behavioral problems in the epidemic accounted for 35.20%; Conclusion: 18% of callers indicated that their emotional status has improved after the consultation. It shows that in emergencies of public health, remote data mining with unique advantages for college students' psychological crisis signal recognition and intervention plays an important role in the emotional relief of callers.

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THE TEACHING PRACTICE OF COLLEGE CLASSROOM CONTEXT BASED ON EDUCATIONAL PSYCHOLOGY

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Background: At present, the teaching of theoretical knowledge in the classroom teaching of high-efficiency English education for college students is more, and the proportion of psychological training combined with the actual experience and practicality of college students is less. However, the high-efficiency English education classroom is a comprehensive classroom integrating knowledge transfer, psychological experience and behavior training. The main purpose of the classroom is to promote the improvement of college students' psychological quality. The classroom should fully respect the subjectivity of students, fully mobilize the enthusiasm of students to participate, and avoid one-way theoretical indoctrination and knowledge transfer. Therefore, in addition to theoretical teaching, how to explore a teaching method that is suitable for both the law of college education and the law of physical and mental development of college students is an urgent problem that needs to be solved.

Educational psychology is a class-based group tutoring. The tutors use the theories and techniques of group tutoring, create a good class atmosphere and the interpersonal interaction of classmates, and use activities suitable for the growth of students to help students adjust their own perceptions. Know, improve the relationship with others, learn new behaviors, prevent and solve the problems in the development of students, and stimulate students' potential educational activities. Using educational psychology to conduct high-efficiency English education for college students is an efficient, economical method and can produce lasting results.

Existing researches that combine educational psychology with contextual teaching in high-efficiency English education for college students focus on theoretical discussions and lack practical demonstrations. Therefore, the purpose of this research is to conduct practical research on educational psychology-style high-efficiency English education, and investigate the feasibility and effectiveness of classroom group

psychological counseling context teaching in high-efficiency English education classrooms.

Subjects and methods: A random cluster (class) sampling method is adopted from the freshmen of a medical college, and 2 natural classes are selected, with a total of 48 students as the research objects. After negotiation, one class is selected as the experimental group, and the other class is the control group. There were 24 people in the experimental group, 19 boys and 5 girls, with an average age of (19.33±1.05) years; 24 people in the control group, with 16 boys and 8 girls, with an average age of (19.71±0.99) years.

The Diagnostic Scale for Interpersonal Relationships for College Students is a comprehensive diagnostic scale for interpersonal relationships compiled by Zheng Richang. It has 28 items and 4 dimensions, including the degree of distress in conversation, the degree of distress in social and friendship, the degree of distress in dealing with people, and the communication with friends of the same sex. The degree of trouble, 7 questions in each dimension, a full score of 28 points. A score of 0 to 8 indicates that there is less interpersonal communication trouble; a score of 9 to 14 indicates that there is a certain degree of interpersonal communication trouble, and a score of 15 to 28 indicates that the communication trouble is more serious. The scale has high reliability and validity.

Study design: Before the start of the group counseling and after the group counseling, the experimental group and the control group collectively administered the college students' interpersonal relationship diagnostic scale, self-congruence scale, and adolescent time management tendency scale; 6 units of the experimental group Class group counseling, 2.5 hours/unit, one unit per week, the counseling program is designed based on the key content of college students' mental health, the control group does not conduct group counseling; the experimental group members fill in the group counseling feedback form within one week after the counseling.

Methods of statistical analysis: Use SPSS16.0 to perform statistical analysis on the data.

Results: Comparison of the results of the diagnostic scale for college students between the experimental group and the control group and analysis of the statistical results of the independent sample t-test show that the total scores of the diagnostic scale for college students in the experimental group and the control group before group counseling and the degree of distress in conversation There is no significant difference in the four dimensions of the degree of distress in communication and friendship, the degree of distress in dealing with people, and the degree of distress in communicating with friends of the same sex. The scores were significantly lower than the control group $(P < 0.01)$.

The statistical results of the paired sample t-test showed that the total score and 4 dimensions of the diagnostic scale for interpersonal communication of the experimental group were significantly lower than before the group counseling $(F < 0.01)$; the control group had the total score and the 4 dimensions of the post-test score There is no significant difference from the previous test.

Comparison of the results of the self-congruence scale between the experimental group and the control group and analysis of the statistical results of the independent sample t-test show that the total scores of the self-congruence scale of the experimental group and the control group before group counseling, the disharmony between self and experience, and the flexibility of self. There is no significant difference in the three dimensions of the stereotype of self; the total score of the self-congruence scale of the experimental group after group counseling $(P < 0.01)$ and the disharmony between self and experience $(P < 0.01)$, the stereotype of self (The scores on $P < 0.05$) dimension were significantly lower than those of the control group, and the scores of self-flexibility dimension were significantly higher than those of the control group $(P < 0.01)$. The statistical results are shown in Table 1.

Table 1. Statistical results of the t test for paired samples.

Project conversation	Experimental group		Control group		r_1	r_2	r_3	r_4
	Before	After	Before	After				
Communication	396±1197	171±1488	392±1139	379±1285	124	-5191**	6044**	1366
People are	397±1062	217±1523	371±1122	354±1062	264	-3628**	4279**	1696
The opposite	325±989	75±737	321±884	300±834	154	-9902**	8855**	2005
Total	342±1248	167±1404	338±1096	325±1260	123	-4112**	4421**	91
Project	1442±3335	629±3928	1421±3297	1398±3501	218	-6789**	7507**	1933

The statistical results of the paired sample t-test showed that the total scores of the self-congruence scale, the disharmony between self and experience $(P < 0.05)$, and the stereotype of self $(P < 0.01)$ of the experimental group were significantly lower than the scores in group counseling. Before, the scores of flexibility dimension of self were significantly higher than that of group counseling $(P < 0.01)$; the control group had no significant difference in the total score and 3 dimensions of the post-test and the pre-test.

The comparison of the results of adolescents' time management propensity scale between the

experimental group and the control group and the analysis of the statistical results of the independent sample t-test show that the total scores of the adolescents' time management propensity in the experimental group and the control group before group counseling, as well as the sense of time value and time monitoring There was no significant difference in the three dimensions of time efficacy and time efficacy; the total scale and three dimensions of the experimental group after group counseling were significantly higher than those of the control group.

The statistical results of the paired-sample t-test showed that the total score and the scores on the three dimensions of the adolescent time management tendency scale of the experimental group were significantly higher than those before the group counseling (P < 0.01); the control group was on the total score and the three dimensions. There is no significant difference between the post-test score and the pre-test.

Conclusions: This article studies the practice of high-efficiency English education based on educational psychology, and investigates the feasibility and effectiveness of classroom group psychological counseling context teaching in high-efficiency English education classrooms. Take a random cluster (class) sampling, select 2 natural classes of a medical school as the research objects, the experimental group has 24 people, the control group has 24 people, the experimental group has 6 units of educational psychology, the control group does not intervene, and uses college students Interpersonal relationship diagnostic scale, self-consistent scale, adolescent time management tendency scale and self-compiled group counseling feedback form to evaluate the effect of counseling. The post-test scores of the college interpersonal relationship diagnostic scale, self-congruence scale, and adolescent time management tendency scale of the experimental class were significantly improved compared with the control class (F = -6.789,-2.999,5.652; P < 0.01), and the experiment The interpersonal relationship diagnostic scale of the class G = 7 507, P < 0.01), self-congruence scale (e = 13.801, P < 0.01), adolescent time management tendency scale (F = -13.192, P < 0.01) post-test score Significantly better than the previous test. The method of class-style group tutoring context teaching in high-efficiency English education classrooms for college students has very good promotion value.

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THE TEACHING PRACTICE OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

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Background: Modern physical education is different from traditional physical education. It pays more attention to the improvement of the comprehensive quality of college students. The teaching goal has changed from pure physical skill improvement to comprehensive training of knowledge, skills, and personality. This diversified teaching goal makes the reform of physical education methods in colleges and universities diversify, and the improvement of the effectiveness of physical education methods will also enable students to develop more healthily. The state has formulated a series of long-term plans based on the current status of the development of physical education in colleges and universities. It can be concluded that the most scientific method of physical education reform in colleges and universities is to be people-oriented, student-oriented, follow their own development laws, and cultivate skills and knowledge. Combining talents.

The classification of knowledge is an important part of psychology, which can usually be divided into strategy knowledge, process knowledge and descriptive knowledge. The classification of sports knowledge is a link and an important object in college physical education, and it is also an important knowledge division from the perspective of behavioral psychology. In the reform of specific physical education teaching methods, the use of psychological knowledge is divided from descriptive knowledge and procedural knowledge, involving knowledge of basic sports concepts and laws. This kind of knowledge division can usually solve the

problem of "what is sports". When students are able to take the initiative to accept these descriptive facts, it means that descriptive knowledge has been accepted and realized.

Process knowledge refers to the process by which college students have been able to understand "what is the essence of physical education" and can operate. It is a combination of cognition and practice. Process knowledge can be divided into three parts: sports skills, sports psychological quality and overall perception of sports. This classification of sports knowledge starts from the perspective of theoretical knowledge and practical skills, and emphasizes the combination of knowledge and skills, and the process of converting knowledge into skills.

Subjects and methods: 320 questionnaires were distributed randomly to college students in a certain university, and 300 questionnaires were returned (938%).

University Student Physical Exercise Questionnaire This questionnaire is compiled by Liu Guifang. The content of the survey includes college students' physical exercise items, exercise purpose, exercise method, exercise intensity, exercise time, exercise frequency, etc. The questionnaire was sent out the "Content Validity Expert Evaluation Form" for expert review, and it was revised to obtain a higher content validity; the test-retest reliability coefficient was 089.

Study design: adopts Watson's revised scale, composed of 20 adjectives, including two emotional dimensions: positive emotion and negative emotion. Among them, 10 items assess positive emotions, and 10 items assess negative emotions. The scale is a 5-level scoring method, divided into 1, 2, 3, 4, and 5 respectively. Each dimension of the scale is divided into 50 points. A high score on the Positive Emotion Scale indicates that the subjects are energetic, able to concentrate, and experience more happy emotions; a high score on the Negative Emotion Scale indicates that the subjects feel confused and painful subjectively, and a low score indicates calmness. The applicability of the scale in the Chinese population shows that PANAS has good reliability and validity. The Cronbach a coefficient of all items is 0.82, and the Cronbach a coefficient of positive and negative emotions is 0.85 and 0.83, respectively. The Cronbach a coefficient of all items on the scale obtained in this study were 0.82, and the Cronbach coefficients of positive and negative emotions were 0.87 and 0.86, respectively.

Methods of statistical analysis: Using SPSS180 software for data entry and analysis, the main statistical methods used are descriptive statistics and one-way analysis of variance.

Results: Analyze the current situation of college students' physical exercise. Descriptive statistics of college students' physical exercise questionnaire data, survey of college students' current situation of physical exercise, (1) Exercise items: basketball 95 (31.7%), volleyball 71 (23.7%), aerobics 34 (11.3%), running 211 people (70.3%), swimming 70 people (23.3%) skipping 38 people (12.7%) Tai Chi 16 people (5.3%) football 23 people (7.7%) tennis 14 people (4.7%) 60 table tennis players (20.0%) 18 roller skating players (6.0%) 130 badminton players (43.3%); (2) Exercise purpose: 83 people (27.7%) physical fitness 242 (80.7%) mental adjustment 170 people (56.7%) 115 people (38.3%) feel under-exercise (38.3%) for recreation and entertainment 146 people (48.7%) bodybuilding 93 people (31.0%); (3) Constraining factor: laziness 193 people (64.3%) have no perseverance determination 163 people (54.3%) 152 people (50.7%) did not have time without a suitable exercise group or companion 112 people (37.3%) had heavy learning tasks 91 people (30.3%) had less than 73 people (24.3%) with poor physical fitness and athletic ability 32 people (10.7%) 31 people (10.3%) did not have a sport that they liked or were good at, 29 people (9.7%) lacked special guidance, 6 people (2.0%) had wrong sports cognition; (4) Exercise method: 197 people (65.7%), 5 people (1.7%) exercise with their families, 90 people (30.0%) alone, 8 people (2.7%); (5) Exercise intensity: 45 people (1.5%) with light exercise, 106 people (35.3%) with low intensity, 68 people (22.7%) with medium intensity, shortness of breath but short duration 61 people (20.3%) shortness of breath and long duration 20 People (6.7%); (6) Exercise time: 15 people (5.0%) under 10 minutes, 41 people (13.7%) from 11 to 20 minutes, 91 people (30.3%) from 21 to 30 minutes, 99 people (33.0 from 31 to 59 minutes), 54 people over 60 minutes; (7) Frequency of exercise: 54 people (18.0%) less than once a month, 98 people (32.7%) 1-2 times a week, 83 people (27.7%) 44 people (14.7%) 3 to 5 times a week, approximately 21 people (7.0%) do activities once a day. The statistical results are shown in Table 1.

It can be seen from the status quo of college students' physical exercise that running is the most physical exercise item selected by college students, reaching 70.3%; physical fitness is the main purpose of college students to participate in physical exercise, and the proportion of students is as high as 80.7%. There are subjective factors and objective factors that restrict college students from participating in physical exercises. In this study, "laziness" and "no perseverance" accounted for 64.3% and 54.3% of the subjective factors with the highest selection ratio; objective factors were "lack of time" and "heavy learning tasks". Accounting for 50.7% and 30.3% respectively. In terms of exercise methods, most college students choose to exercise with friends and classmates, the ratio is 65.7%, a small number of people choose to exercise alone, and rarely exercise with family members. In terms of exercise intensity, the majority of college students participating in physical exercise are exercises below the medium intensity, accounting for 50.3% of the total. In terms of each exercise time, the number of college students who exercised for more than

30 minutes each time is more, accounting for 51.0% of the total. In terms of exercise frequency, the number of college students who exercise 2 to 3 times per month is the largest, accounting for 32.7% of the total.

Table 1. Descriptive statistical results of the physical exercise questionnaire.

Exercise strength	Positive mood	Negative emotional
Slight movement	28.64±6.76	22.47±6.04
Small strength	29.01±5.95	21.97±6.20
Medium strength	29.09±6.59	22.63±7.46
Had shortness of breath but	30.64±7.36	19.75±6.11
Takes shortness of breath and lasts	28.00±8.45	20.60±6.95
F	0.965	2.050
P	0.427	0.087

Conclusions: The reform of physical education teaching from the perspective of behavioral psychology is uninterrupted. Cognition is a continuous process. The reform of physical education teaching methods should also be reformed in accordance with the country's specific plans, the continuous deepening of physical education reform goals, the continuous improvement of physical knowledge, and the changes in the situation of universities and students, so as to ensure the reform of physical education. Simultaneous improvement of quality and quantity.

From the perspective of behavioral psychology, the reform of college physical education teaching methods is a complex and huge reform project. It should not only start with the ideas, goals, and methods of education, but also focus on the combination of theoretical knowledge and sports practice. It is necessary to pay attention to the subject status of students, fully respect their individuality, improve their physical ability based on the actual situation, and strive to cultivate comprehensive talents, so that the reform of college physical education has practical significance.

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THE APPLICATION OF COGNITIVE PSYCHOLOGY IN COLLEGE ENGLISH TEACHING

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Background: Cognitive psychology is an important school of contemporary psychology research. It explains and explains how people process information when they perform cognitive activities. For example, how do people obtain information from the outside world and how the outside information is stored in the mind; how information is reproduced and converted as knowledge; how information is used and guides people's attention and behavior when solving problems.

Cognitive psychology as the theoretical basis of cognitive methods undoubtedly makes foreign language teaching methods based on a more scientific basis. As far as foreign language teaching is concerned, cognitive psychology emphasizes the role of students' intelligence in teaching, attaches importance to their understanding of language rules, and focuses on comprehensively cultivating students' practical ability to use language. Cognitive psychology has five basic principles for the interpretation of psychological processes and psychological phenomena: emphasizing the structural and organizational principles in the cognitive process; emphasizing the internal process, that is, the processing of symbolic information; emphasizing the driving role of concepts; emphasizing the role of cognitive feedback; Emphasize individual differences in cognitive styles. When applying cognitive psychology theory to foreign language teaching, these five principles need to be carefully considered, and the relationship between these principles and English teaching should be handled well.

Driven by the upsurge of foreign cognitive psychology research, domestic psychology researchers have also conducted localized research. The impact of cognitive psychology on human development has been

studied by domestic researchers on cognitive psychology, social support, and subjective well-being. There are not many studies on the relationship between cognitive psychology, mental health, and academic performance, and there are limitations. It is manifested in: First, there are very few studies on the relationship between cognitive psychology and English performance. Using "cognitive psychology" and "academic performance" as keywords, we searched China CNKI for journal articles from 1979 to 2014 and found that there were only 4 articles, and these studies are inconsistent with regard to whether cognitive psychology is related to academic performance. The results of the research have not seen the relationship between cognitive psychology and English performance. Second, it is limited to the study of the correlation between the two, and rarely combines the three to explore the role of cognitive psychology and the relationship between the three. When the existing research explores the relationship between cognitive psychology and academic performance, researchers mostly use the average credit point of students as academic performance. It may be that some academic examinations are not standardized and the scoring standards are inconsistent, which leads to cognitive psychology and academic performance. The results are inconsistent whether the results are related. Because English scores account for a large proportion of college students' academic scores, this study replaced academic scores with standardized CET-4 scores, and conducted in-depth discussions on the relationship between cognitive psychology, mental health, and English scores, in order to improve college students' academic performance. Mental health, English performance, and interventions to further improve academic performance provide a theoretical basis.

Subjects and methods: The subjects used the stratified sampling method to conduct a questionnaire survey on the students of a certain college. A total of 358 valid questionnaires were collected, including 126 boys and 232 girls, ranging in age from 18 to 21 years old.

The cognitive psychology questionnaire adopts the "College Students Cognitive Psychology Questionnaire" compiled by the previous research. The questionnaire was compiled in accordance with standard norms, with a total of 61 items, including 5 subscales, including 19 introspective subscales, 11 interpersonal relationship subscales, 9 stress management subscales, and 11 adaptive subscales. General 9 questions on the cognitive subscale. The questionnaire is scored from 1 to 7, which are completely non-conforming, relatively non-conforming, somewhat non-conforming, uncertain, somewhat conforming, relatively conforming, and completely conforming. The higher the score, the higher the level of cognitive psychology. The questionnaire has good reliability and validity, and the internal consistency coefficient of the five subscales is between 0.695 and 0.806.

Study design: Using the Symptom Self-Rating Scale (SCL-90), the scale includes 9 factors of somatization, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, horror, paranoia, and psychosis, with a total of 90 items. Each item is scored with 5 grades, 1 to 5 points in turn represent asymptomatic to severe symptoms. According to the national norm standard, any factor with a score of more than 2 points is defined as positive, indicating that there may be a mild psychological problem represented by the factor, a score of more than 3 indicates that there may be more obvious psychological problems, and a score of more than 4 indicates that there may be Serious psychological problems.

Methods of statistical analysis: Researchers number the returned questionnaires, and eliminate blank and incomplete questionnaires as invalid questionnaires, and use SPSS 20.0 for data management and statistical analysis.

Results: Statistical analysis shows that the scores of the cognitive psychology subscales of college students in descending order are: interpersonal relationship (4.72±0.59), adaptability (5.04±0.64), stress management (5.29±0.99), introspection (5.41± 0.77), general cognition (5.50±0.98).

This study used independent sample t-test and analysis of variance. The results found that there were no significant differences in gender, family location, and independent sample t-tests of whether or not they were only children, but there were significant differences between students of different grades, as shown in Table 1.

Table 1. Statistical difference in students for different grades.

Project	High grouping	Low grouping	t
Self-examination	5.75±0.84	5.29±0.65	2.472[*]
Interpersonal relationship	4.88±0.59	4.55±0.60	2.337[*]
Pressure management	5.75±0.80	5.27±1.19	1.910
Adaptation	5.23±0.45	4.95±0.67	2.011[*]
General cognition	5.81±0.74	5.50±0.78	1.673
Cognitive psychology	5.46±0.51	5.11±0.56	2.509[*]

The multiple comparison results of the post-analysis showed that in the introspection subscale, the scores

of grade 3 and 4 were significantly higher than those of grade 1, and the introspection score of grade 4 was the highest; in the interpersonal relationship subscale, the scores of grade 4 were significantly higher than those of grades 1 to 3, 2. The grade has the lowest score; in the stress management, general cognitive subscale, and cognitive psychology total scores, grades 3 and 4 are significantly higher than grade 1, and are not significantly different from grade 2, and both show the lowest scores in grade 1.; In the fitness subscale, grade 4 has the highest score and is significantly higher than grade 1, which is not significantly different from other grades.

The students' English scores are ranked, the top 30% are in the high group, and the last 30% are in the low group. Independent sample t-tests are performed on the cognitive psychology subscales, total scores, and mental health scores of college students in the high and low groups respectively. The results are shown in Table 2. There are significant differences in introspection, interpersonal relationships, adaptive subscales, and cognitive psychology scores between the high and low English score groups, but the mental health scores are not significant. In the cognitive psychology subscales, cognitive psychology total scores and mental health scores, the scores of the high English score group are higher than those of the low group.

Conclusions: Cognitive psychology believes that human cognitive process is the processing process of symbolic information system, and its theoretical goal is to explain and explain how people process information when they complete cognitive activities. As far as English teaching is concerned, the theories and methods of cognitive psychology emphasize the role of students' intelligence in teaching, emphasize students' understanding of language rules, and focus on comprehensively cultivating students' practical ability to use language.

In the comparison of the cognitive psychology and mental health of college students with different English scores, it is found that the cognitive psychology subscales and the total cognitive psychology scores of students with high English scores are also high, especially in the scores of introspections, interpersonal relations, and adaptability. The difference is significant, indicating that improving the introspection, interpersonal relationship and adaptability of college students will play a very important role in achieving good English performance. The mental health scores of students in the high English score group are higher than those in the low group, indicating that the mental health of students with good English scores is worse than that of the low group. This shows that teachers should pay attention to students' psychological development and academic performance. Mental health of students.

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AN ANALYSIS OF THE AWAKENING OF WOMEN'S CONSCIOUSNESS IN MODERN AND CONTEMPORARY CHINA FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Contemporary women's frustration psychology refers to contemporary women who have grown up under a diverse social background and a unique family environment. When they face pressure, obstacles and self-development in the process of personal development and self-development, such as learning, life, emotion, interpersonal and employment, etc. The negative emotional experience that arises when perplexity experiences frustration and cannot achieve the goal smoothly. Researches on the frustration psychology of contemporary women have emerged in endlessly at home and abroad. In the 20th century, Rosenzweig first proposed the concept of "frustration tolerance", and at the same time, did related experiments on frustration tolerance.

Zhang Xiaoxian wrote in "As long as you are strong enough" that you can be self-willed, you can be romantic, you can rather grow old in love rather than live in love, you can still distinguish between love and hatred, and you can continue to pursue love in marriage. You can do what the world thinks should not be done at this age. Everything, as long as you are strong enough. It is advocated that women should have a sense of self-love and compassion, but this sense of self-love and compassion is not only manifested through self-love, but may also be self-sentimental or even self-abandoning self-harm. This article uses Zhang Xiaoxian's "As long as you are strong enough" as an example to explore the relationship between contemporary women's ability to resist frustration, coping styles and self-strengthening consciousness.

It is hoped that contemporary women can enhance their awareness of self-improvement and optimize their coping styles while improving their ability to resist frustration, using active coping methods to deal with

setbacks, and having a sufficient image of self-improvement to meet setbacks and cope with setbacks; on the other hand, it is also in response to school strengthening The measures for students to form a good psychological quality campus atmosphere, provide teaching resources for some mental health education activities, and promote schools to better carry out practical activities about mental health knowledge.

Subjects and methods: This study uses a random sampling method. A total of 1358 contemporary women from 9 local colleges and universities in a province are selected as samples for testing. After excluding 95 invalid questionnaires, 1263 valid questionnaires (93%) are obtained. The Frustration Ability Scale adopts the Frustration Ability Scale revised by Zhang Xudong, Ou Hesheng, and Huang Zejiao (2013), which is mainly applicable to contemporary women. The scale consists of 31 questions, including 6 factors, namely, tolerance to frustration, resilience to frustration, interpersonal ability, frustration awareness, quality of will, and attribution ability. The scale adopts a 5-level scoring method, with 5 points that are very consistent and 1 point that is very inconsistent. All items are scored positively. The higher the score, the better the ability to resist frustration. The internal consistency reliability coefficient of the total questionnaire of this scale is 0.913, and the internal consistency reliability coefficients of each subscale are all between 0.627 and 0.868, and the reliability and validity meet the requirements.

Study design: Adopting Zheng Jianhong's self-strengthening awareness questionnaire, the questionnaire has 36 questions in total, divided into the overall self-strengthening awareness questionnaire (composed of two dimensions of the overall positive and the overall negative), the social orientation self-strengthening awareness questionnaire, and the personal orientation self-strengthening awareness questionnaire. Questionnaire. The latter two are composed of four dimensions: motivation intensity, self-reliance, self-confidence, and self-esteem. The questionnaire passed the test of reliability and validity: the internal consistency coefficient of each subscale was between 0.417 and 0.751, the internal consistency coefficient of the total questionnaire was 0.850, and the split-half reliability was 0.857. Good content validity and construct validity. The questionnaire adopts a 5-point positive scoring method, 1 means very non-conformity; means less conformity; 3 means uncertain; 4 means more conformity; means very conform, but there are 14 questions (1, 2, 4, 8, 12, 13, 14, 17, 19, 23, 24, 25, 26, 30 are reverse scoring questions), that is, in these 14 questions, the answer is very consistent with 1 point, more consistent with 2 points, and uncertain 3 Points, 4 points for non-conformance, 5 points for very non-conformance. The higher the score, the higher the individual's self-improvement awareness.

Methods of statistical analysis: This study uses SPSS 21.0 for difference analysis, correlation analysis and regression analysis.

Results: Take descriptive statistics on the anti-frustration ability of contemporary women as a whole. The content of the statistics includes the total score and all dimensions of contemporary women's anti-frustration ability. The results are shown in Table 1. According to the total mean score of each dimension from high to low, six dimensions can be sorted: attribution ability, frustration awareness level, will quality, interpersonal ability, frustration resilience, frustration tolerance; among them, frustration awareness level The score is the highest, and the score of anti-frustration tolerance is the lowest, and the total average value of anti-frustration ability is divided into (117.69±14.41).

An independent sample *t* test is used to test whether there are gender differences in frustration resistance. Contemporary women of different genders have significant differences in frustration tolerance and interpersonal skills. Among them, boys are higher than girls in frustration tolerance, and girls are in interpersonal skills. Higher than boys.

Table1. Fractional statistics of contemporary women fighting frustration.

Project	Man	Woman	*t*	Only	Not the only one	*t*
Frustration	24.89±4.56	23.48±4.80	5.17***	24.72±5.00	23.89±4.70	2.31*
Interpersonal	15.17±2.76	15.85±2.48	-4.39**	-	-	-

Through the independent sample t test, analyze the difference of contemporary women's psychological ability to resist frustration in whether they are only children. The results are shown in Figure 1. The frustration tolerance of contemporary women is significantly different in whether they are only children, and the frustration tolerance of only children Li is better than those of non-only children.

Through one-way analysis of variance, we compare the differences of contemporary women's anti-frustration mental ability in different grades. There are significant grade differences in attribution ability. After further post-comparison results show that the attribution ability of freshman and sophomore is both Higher than junior year.

Through a one-way analysis of variance, we compare the differences of contemporary women's anti-

frustration psychological ability in different majors. The results show that students of different majors have significant differences in their interpersonal skills. A further multiple test analysis shows that contemporary women in liberal arts are the interpersonal skills of contemporary women are higher than those of science and technical subjects; it shows that contemporary women of liberal arts have better interpersonal skills.

Conclusions: In order to explore the relationship between contemporary women's anti-frustration ability, coping styles and self-strengthening consciousness; a sample survey of 1,263 contemporary women in 9 local colleges and universities in a province, using the anti-frustration questionnaire, coping style questionnaire, and self-strengthening consciousness scale. And use SPSS 21.0 for data analysis. Contemporary women's ability to resist frustration is good; frustration tolerance is significantly different in gender ($P < 0.001$) and whether it is an only child ($P < 0.05$), and interpersonal ability is significantly different in gender ($P < 0.001$), There is a significant difference in attribution ability in grades ($F = 3.4$, $P < 0.05$). There is a significant difference in interpersonal communication ability ($F = 6.49$, $P < 0.05$); contemporary women's anti-frustration ability corresponds to the way and self-improvement consciousness is significant Correlation ($r = 0.373, 0.331$; $P < 0.01$); the ability to resist frustration can significantly predict coping styles and self-strengthening consciousness ($R^2 = 0.54, 0.320$; $P < 0.001$). Improving contemporary women's ability to resist frustration contributes to cultivating contemporary women's mature coping styles It has a positive effect. Improving contemporary women's ability to resist frustration has a positive effect on enhancing contemporary women's awareness of self-improvement.

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THE MEANING OF COLOR EXPRESSION IN PORTRAIT PHOTOGRAPHY FROM THE PERSPECTIVE OF VISUAL PSYCHOLOGY

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Background: There are a large number of color stimuli acting on the human sensory system at all times in daily life, but the limited information processing system of humans usually only allows a small amount of color stimuli to be further processed, which requires an effective channel control mechanism to Quickly search for color stimuli in a complex visual environment to optimize the expression of target color stimuli. This mechanism is considered to be the expression mechanism of color attention. According to the biased competition model of color attention, the color stimuli presented in the field of vision compete in a mutually inhibiting manner. Affected by different factors, the competition will eventually be biased towards some color stimuli, and the "winner" will receive color attention for further development. Processing and reaction.

Color expression is the main source of human perception, and it is also the most basic medium of human thinking. According to scientific experiment technology, in the amount of information that modern people obtain from the outside world, the color expression component accounts for about 74%-80% of the total. The visual perception role in artistic aesthetic activities is particularly important. The representative figure of "Gestalt" psychology and aesthetics When interpreting the essence of art, Enheim even believed that "the entity of an artwork is its appearance of color expression." Compared with literal and conceptual works, the perception of color expression is undoubtedly more common and more common. Direct, more vivid, and more holistic. But after all, aesthetic feeling is different from the general physical feeling. For the color expression perception to be elevated to aesthetic experience, it must also depend on the fusion and mutual penetration of it with mental functions such as imagination, understanding, and emotion. This is the basic structure of human aesthetic psychology.

This research adopts the tracking technology of portrait photography works, selects color and orientation, two attributes that are considered to be absolutely effective in guiding color attention as the stimulus characteristic attributes of visual psychology, and the design places the two stimulus attributes in the same visual search sequence to directly compete Color focus on color capture to achieve a direct comparison of the relative color focus on the aesthetic matching between the two stimulus attributes, and to further systematically explore the color expression of visual psychology in the color capture process of portrait photography. If the color attribute of visual psychology has an aesthetic matching degree to the guidance of

color attention, then the effect of color attribute on the color capture of portrait photography should be greater than the effect of orientation attribute on the color capture of portrait photography.

Subjects and methods: 12 subjects who have not participated in similar experiments participated in this experiment, aged 19-24 years old, average age 21.67 years old, no color blindness, color weakness, and normal vision or corrected vision. Remuneration will be given after the experiment. The experiment was carried out in a dimly spaced sound laboratory. The color stimulus was presented on a 17-inch CRT monitor (resolution of 1024x768, refresh rate of 85 Hz), and the screen background was gray. The program uses E-Prime 1.1 to program and run. Eyelink 1000 (SR Research, Ontario, Canada) portrait camera was used to collect portrait data, and the sampling frequency was 500 Hz.

Study design: At the beginning of each test, a white gaze point will appear. After the gaze point disappears, a colored bar will appear in the center of the screen for 1000 ms, requiring the subjects to remember its color and orientation. After the color stimulus disappears, the fixation point appears for 500 ms. Next is the visual search task. In the visual search task, a color bar is presented at the 6° viewing angle on the left and right of the screen (the two colors and orientations are different from each other), and each of the color bars has a black character "#" or "$" (height 0.5° viewing angle, wide 0.35° viewing angle), the subjects are required to quickly determine whether the character "#" appears on the left side of the screen (press the left button of the mouse) or the right side (press the right button of the mouse). In order to prevent the subjects from adopting the following strategy: "Look at only one side of the screen. If there is no color stimulation of the target, guess that the target is on the other side." In the experiment, there are 20% of the Catch tests, that is, no "#" appears. Participants do not need to press keys, otherwise it is regarded as an error. In the remaining 80% of the tests, the target color stimuli appeared randomly on the left and right sides of the screen with the same probability. The search color stimulus disappears immediately after the button response, and a detection color stimulus appears after an interval of 500 ms. The subject is required to press the mouse button to determine whether the detection color stimulus is the same as the color stimulus. In the 50% test, the two are exactly the same, press the left button to respond, while in the other 50% of the test, the two are different in color or/and orientation, press the right button to respond.

Methods of statistical analysis: A portrait photography instrument was used to synchronously record the trajectory of the subjects' right eye portrait photography. A 9-point matrix was used for correction before the start of the experiment or after the subjects took a break. Perform drift correction at the gaze point at the beginning of each test, and ask the subjects to keep their eyes at the gaze point before starting the visual search task (the gaze point is the center of the 1.5-degree viewing angle range, which can be accepted).

Results: In the statistical process, the matching conditions include a total of 6 matching types, and the first attention color point expression rate of each type falling in the interest area is shown in Figure 1.

The target character appears randomly in the color bar of visual search, and there is no specific correlation between the search color stimulus matched with the color stimulus, so it is speculated that it may be difficult to capture the attention of the color in the early stage of visual search. In order to verify this conjecture, Experiment 1 compared the percentage of the first color capture point of the color stimulus where the target character is located and the color stimulus where the interference character is located under the control conditions. It was found that the amount of color capture of the attention of the two is very close, and the difference is not significant. (41.14% vs. 41.96%), t (10) = 0.39, P > 0.7. This result shows that the target character does not affect the color capture of the early stage of visual search, so the position of the target character is no longer considered in the subsequent statistical analysis.
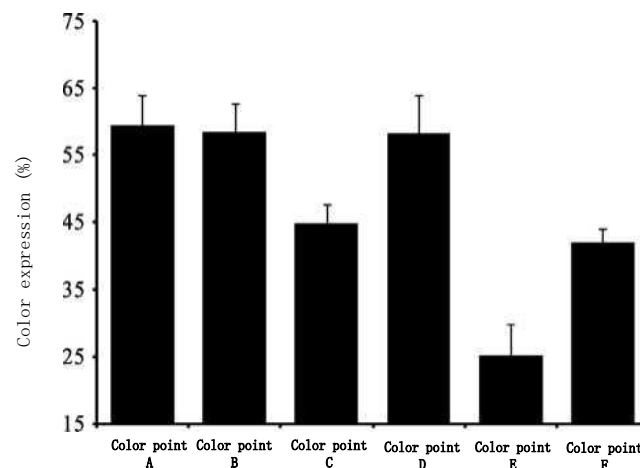
Figure 1. Color-point expression rate.

The analysis of variance by repeated measurement of the percentage of the first spotting points in the interest area under each matching condition found that the main effect of the matching condition was significant, $F(5,50) = 15.25$, $P < 0.05$. According to the further comparison of the experimental purpose, it is found that the percentage of the first color injection point under the complete matching condition (59.42%) and the color matching condition (58.44%) are significantly greater than the control condition (41.88%, $P<0.005$), and significant colors appear. The capture effect, the percentage of the first color injection point under the complete matching condition and the color matching condition is not significantly different, $t(10) = 0.52$, $P > 0.6$, and the magnitude is very close, indicating the aesthetic matching of color to the color capture of portrait photography. The percentage of the first color injection point under the separate matching-heading condition is significantly lower than the heading matching condition (25.09%vs.44.80%, $t(10) = 3.99$, $P < 0.005$) and the control condition (25.09% vs. 41.88%), $t(10) = 4.14$, $P < 0.005$), which indicates that the expressiveness of color also leads to a significant reduction in the first color point of the direct-competitive color capture toward the attribute.

Conclusions: The color stimulus properties of internal visual psychology do not have the same "absolute" guiding effect as the color stimulus properties of external perceptual visual psychology, which further indicates that the color stimulus properties of internal visual psychology and external perceptual visual psychology are guiding The difference in attention time, the effectiveness of the color stimulus attributes of the internal visual psychology on attention guidance and the aesthetic matching between the various color stimulus attributes may not completely correspond to the color stimulus attributes of the external visual psychology, which may reflect two differences. The former involves top-down adjustment, while the latter more reflects the bottom-up color stimulus-driven processing process.

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THE MODEL OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE GUIDANCE OF EDUCATIONAL PSYCHOLOGY

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Background: Under the guidance of educational psychology in the new era, strengthening the innovation of the school physical education model builds an important platform and important channel for the majority of school students to express themselves. From the perspective of educational psychology research, students need to correctly understand and treat themselves in a certain way in their daily study and social life. At the same time, this understanding will be adjusted with the development and changes of the situation. This phenomenon is called "self-expression" from the perspective of educational psychology.

At the same time, students often encounter this situation in their daily life, that is, some students prefer to express themselves, and some students are not good at expressing themselves. This is the aspect of whether individuals are willing to show their advantages in front of their classmates. Some students are willing to arouse the attention of other students under any circumstances, and especially hope to leave a good impression on the students. Judging from the results of domestic theoretical research, some scholars and researchers believe that this kind of self-expression can be called "self-presentation" or "self-presentation". This statement is similar to "self-expression" or "impression management" in English. Some scholars in the West regard self-expression as the act of fully exerting and expanding the image on the stage of self-expression. This kind of self-expression will take various reasons to promote self-expression actions, and further convey the actions that are closely related to their personal image. Connotation belongs to the category of individual internal psychology and the research focus of social education psychology.

It can be seen that both Western self-expression and Eastern self-expression can be effectively used in the innovation of the physical education model under the guidance of educational psychology, and both are specifically manifested as fully perceiving the impression of others and at the same time as the individual hope of the society. The process of getting other individuals to form a good impression of themselves. therefore. Based on the guidance of educational psychology, school physical education has a far-reaching impact on the physical and mental health of students and education, and it is also irreplaceable by other similar courses and disciplines.

Subjects and methods: The target is Ningxia University's four-year undergraduate college students. A total of 230 questionnaires were randomly distributed and 200 valid questionnaires were collected. The

sample includes students of all grades, including 104 males and 96 females; 111 people majoring in physical education and 89 people majoring in non-physical education.

The educational model scale adopts the physical education scale to measure the physical education model. The scale has 70 items, including 8 subscales, which are behavioral habits, goal patterns, behavioral cognition, emotional experience, subjective standards, behavioral control, behavioral patterns, and behavioral intentions. The scale adopts five-level scoring, which has good reliability and validity. The Chinese Mental Health Scale uses the "Chinese Mental Health Scale" to measure college students' sensitivity in interpersonal relationships, mental endurance, adaptability, mental imbalance, emotional disorders, anxiety, depression, hostility, paranoia, and somatization. Mental health symptoms. The higher the score, the worse the mental health status, and the scale has good reliability and validity.

Study design*:* The procedure strictly follows the psychological measurement procedure to conduct a questionnaire survey, using a unified instruction language, randomly distributed in the self-study room, and retracted after completing the answer. At the same time as the test, obtain general demographic data of college students, including grade, gender, major, etc.

Methods of statistical analysis*:* The management and analysis of research data are completed by the statistical software package SPSS 13.0.

Results*:* The overall situation of college education model. The education model scale has 8 subscales. The higher the score of each subscale, the more active the education model. A test of professional differences on each subscale found that there is a significant difference in the scores of college students majoring in physical education and non-physical education ($P < 0.01$). The scores on the behavioral control scale were significantly higher than those of non-sports majors, while the scores on the subjective standard subscale were significantly lower than those of non-sports majors ($P < 0.01$). The pattern difference test showed that male scores were significantly higher than females on the four subscales of behavior pattern, behavior habits, and behavioral intention behavior control ($P < 0.05$). The overall situation of the mental health of college students. The pattern difference test of the mental health symptoms shows that the gender difference is not significant. However, the professional difference test shows that the scores of the total average mental health score and the subscales of sports majors are significantly lower than those of non-sports majors. There is a significant difference in the scores of college students majoring in education and non-sports majors ($P < 0.01$). The statistics are shown in Table 1.

Correlation analysis between college education model and mental health sports forged into a sense of control scale and total average mental health scores have a significant negative correlation, while the correlation analysis between the scores of each subscale and the total average mental health scores shows that behavior patterns, goals Patterns, behavioral cognition, behavioral habits, behavioral intentions, emotional experience, behavioral standards and total average mental health scores are significantly positively correlated.

Studies have shown that the scores of sports majors on the behavior model, goal mode, behavior cognition, behavior habits, behavior intention, emotional experience, behavior control and other subscales are significantly higher than those of non-sports majors, that is to say, sports majors. The evaluation of education is higher, the cognition of a certain result caused by education is more correct, and the degree of automation of education is higher, and students are more willing to conduct education than non-physical students. The subjective standard refers to the social pressure perceived by the individual to participate in education, and the degree of support for participation in education by people who have an important influence on the individual (parents, elders, close friends, classmates, idols, etc.). The higher the score, the greater the impact. It is because the physical education students have formed a kind of life habit due to the particularity of their profession, so they are influenced by others. Boys scored significantly higher than girls on the four subscales of behavior patterns, behavior habits, behavior intentions, and behavioral control, indicating that boys themselves have a higher evaluation of participating in physical education. Physical education has become a need and habit of them. Girls are more willing to participate in physical education and have a clearer understanding of the difficulty of engaging in educational behaviors.

Conclusions*:* Sports majors are better than non-sports majors in education mode and mental health. The physical education model affects the mental health of college students to a certain extent. The more active the education mode, the better the mental health.

It is suggested that with the continuous progress of college physical education reform, the mutual promotion relationship between college physical education and college students' mental health is gradually being recognized. The physical education model is an important factor that affects the behavior of physical education. Promoting the physical education model of college students will promote the healthy development of college students' psychology. Should focus on encouraging non-sports major college students to participate in physical education, through clubs, competitions, knowledge Olympics provides a wealth of experience and lessons for exploration. The author of this article attempts to explore and summarize the volunteer management experience from the perspective of Olympic volunteer motivation,

in order to provide reference for future volunteer recruitment and management.

Table1. Statistics of pattern divergence.

Gender and professional	Behavior pattern	Target mode	Behavioral cognation	Behavior	Behavioral intention	Emotional experience	Behavior control	Subjective criteria
Gender male	27.06±4.81	45.30±7.39	26.21±4.79	33.80±6.97	24.79±4.73	34.19±6.97	23.82±5.19	19.74±3.37
Female	25.03±5.79	44.73±7.12	27.42±4.35	31.26±7.82	23.41±4.82	33.41±6.76	21.77±6.11	19.37±4.46
t	2.67**	0.54	-1.85	2.41*	2.02*	0.79	2.55*	0.66
Professional sports	28.37±3.82	48.07±7.35	27.73±4.61	36.93±5.59	26.82±4.14	37.32±5.99	25.71±4.82	18.83±4.43
Non-sports	23.3±5.71	41.30±5.08	25.62±4.37	27.15±5.78	20.83±3.30	29.33±5.08	19.29±4.67	20.47±3.13
t	7.43**	7.35**	3.29**	12.12**	11.05**	9.88**	9.45**	-2.99

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FOUR PSYCHOLOGICAL GUIDANCE DIMENSIONS OF ISSUE SETTING IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Ideological and political education is a new paradigm of ideological and political education in colleges and universities that has emerged in recent years. It is advocated to use non-ideological and political courses (general courses, public basic courses, professional courses) as the carrier, and integrate the content of college ideological and political education into non-ideological and political education. Curriculum, in the teaching of non-ideological and political courses, conduct ideological and political education in colleges and universities to help college students further improve their ideological and political literacy, realize morality, cultivate people, and cultivate people. General Secretary Xi Jinping pointed out at the National University Ideological and Political Work Conference: "All other courses must maintain a certain channel and plant a good field of responsibility, so that various courses and ideological and political theory courses can go in the same direction and form a synergistic effect." The development of ideological and political education in colleges pointed out the direction. As a new educational paradigm, the need to set up the ideological and political issues of college courses starts from the four dimensions of educational philosophy, curriculum relationship, teaching implementation and teacher promotion.

(1) The dimension of curriculum motivation in the setting of ideological and political education issues in colleges and universities. Lide tree talent is the fundamental task of colleges and universities, and college ideological and political courses are the main channel for Lide tree talents work. However, only relying on the work of Lide tree talents set by the ideological and political courses of colleges and universities can easily form an "island effect". With the support of other courses, ideological and political courses are easily isolated and the educational effect will be weakened.

(2) The dimension of the teaching mode of ideological and political education in colleges and universities. As a new educational paradigm, ideological and political education in colleges and universities needs to deal with the relationship with the original curriculum in order to play a better role.

(3) The dimension of teachers' strength in the setting of ideological and political education issues in colleges and universities. Teachers are the key to the establishment of ideological and political education issues in colleges and universities, and they are responsible for planning, organization and implementation.

(4) The dimension of the implementation plan for the establishment of ideological and political education issues in colleges and universities. The implementation of the topic setting of ideological and political education in colleges and universities specifically includes two important links: the mining of ideological and political elements in non-ideological and political courses and the integration of teaching content.

Subjects and methods: This study uses a cluster sampling method to conduct a questionnaire survey of 300 first-year and second-year students in a university, and 579 valid questionnaires (96.5%) are collected. The teacher-student relationship questionnaire for college students adopts the Li Xiying and Huang Rong revision of the foreign Schaufeii teacher-student relationship scale. The use of this scale has been proved to be highly reliable and valid. The author revised the instruction before the actual investigation, explaining that it was an investigation for the teacher-student relationship of ideological and political courses. The revised questionnaire includes a total of 17 items, with a score of 1 to 7 (representing "never, almost no,

rarely, sometimes, often, very often, always"), and the content includes motivation, pattern, and teacher-student relationship, Implementation of 4 dimensions.

Study design: Academic Plan Implementation Questionnaire This scale is compiled by Liang Yusong and Zhou Zongkui of Central China Normal University with reference to the relevant dimensions in the academic plan implementation questionnaire compiled by Pintrich and De Gro-ot abroad. The scale is divided into two dimensions, the implementation of the agenda setting ability plan and the implementation of the agenda setting behavior plan. Each dimension has 11 questions, a total of 22 questions, and a score of 1 to 5 (representing "completely non-conforming, non-conforming," Sometimes it meets and sometimes does not meet, meets, fully meets"), the higher the score on a certain dimension, the more obvious the characteristics represented by this dimension. The scale has good reliability and validity, and is widely used in China. During the actual investigation, the guideline was revised, emphasizing that it was used for the investigation of the ideological and political course academic plan.

Self-made questionnaire (a survey of the effectiveness of the new media curriculum model and the topic setting of college students' ideological and political courses) from the initial test questionnaire's 22 questions after the use of screening and revision, to the formal use of 17 questions, summarized as the cognition of the new media curriculum model 4 dimensions, experience, regulation, and evaluation, using Likert 5-level scoring method (1-5 stands for "completely inconsistent, basic inconsistency, in line, relatively in line, and very in line"), the purpose is to explore the use of new media courses by college students (Hereinafter referred to as the "topic setting method") and the relationship between the implementation of the ideological and political course academic plan (hereinafter referred to as the "academic self-efficacy").

Methods of statistical analysis: Use SPSS statistical software for data statistics, complete the reliability test, difference test, correlation analysis, and linear regression analysis of the new media curriculum model, teacher-student relationship, and academic plan.

Results: Curriculum model, teacher-student relationship and the reliability and validity test of the implementation of the academic plan. In order to better explain the objectivity of this survey, especially to examine the reliability and validity of the self-made questionnaire results, the internal consistency and exploratory factor analysis of the full scale of the three questionnaires used in this survey is shown in the Table 1.

Table 1. Letter validity test of the full questionnaire scale (M=579).

Scale	Number	Alpha	KMO	P
Course mode	17	0.832	0.888	0.000
Teacher-student relationship	17	0.885	0.928	0.000
Implementation of academic plan	22	0.854	0.886	0.000

According to the basic principles of psychometrics on the reliability and validity coefficient 0-1, the coefficient is above 0.9, indicating that the reliability and validity of the scale is high; the coefficient is between 08~09, indicating that the reliability and validity of the scale is high. It can be adopted; the coefficient is between 0.7 and 0.8, indicating that the reliability and validity of the scale is general, and some items of the scale need to be revised; the coefficient is below 0.7, indicating that some items of the scale need to be discarded. From the results in Table 1, the internal consistency r = 0.832 of the self-made questionnaire's "topic setting method" indicates that the self-made questionnaire has high reliability and can be adopted, and the KM0 test coefficient r > 0.8 (P < 0.001), which is very significant. It shows that the validity of the self-made questionnaire is better. The correlation coefficients of the internal consistency test of the other two questionnaires "Teacher-student relationship" and "Study plan implementation" and KM0 and Bartlett test are r > 0.8 (P < 0.001). Overall, the four questionnaires have high confidence. Validity can be used as a tool for further research.

Conclusions: Through the investigation and empirical analysis of the relationship between ideological and political education (hereinafter referred to as ideological and political education) learning methods, teacher-student relationship and academic plan implementation under the new media perspective, explore the psychology and effectiveness of topic setting in college students' ideological and political education. The self-made new media curriculum model and the questionnaire on the effectiveness of the topic setting of the ideological and political courses for college students, the teacher-student relationship scale for college students and the academic plan implementation questionnaire were used to conduct a questionnaire survey on 579 college students. The internal consistency of the self-made questionnaire

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THE APPLICATION OF HUMANISTIC PSYCHOLOGY IN THE ART DESIGN OF PUBLIC PLACES

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Background: With the development of my country's urbanization process, people are increasingly pursuing the experience and feeling of the comfort of the public environment. This requires the guidance and guidance of a human settlement environment subject that integrates technology, art and psychology. Therefore, humanistic psychology came into being.

Humanistic psychology is a discipline that studies the relationship between the environment and human behavior. It focuses on exploring the best combination of human and environment from the perspective of psychology and human behavior. It focuses on the research of what kind of environment best meets people's psychological expectations.

In order to understand and analyze the application of humanistic psychology in the construction of public environment, this article takes a comprehensive park in Taiyuan, Shanxi Province, China as an example for analysis and discussion. Its name is Yumen River Park.

The core research part of human psychology is divided into three categories, namely, the trajectory of human behavior in the humanistic place, the field of human psychology, and the privacy of human psychology. Taking these three categories as the starting point, through random questionnaire surveys of the floating population in Yumen River Park, data and mathematical statistics are collected, and then the results of the survey are analyzed to feedback the pros and cons of the park's human settlement environment art design.

Logically, thinking style is the preference, control and choice of individual thinking mode, while creative self-efficacy involves the support of creative beliefs and the control of target behaviors. Art design in public places is a long and arduous road. In this process, it is unimaginable without good self-efficacy. Can creative self-efficacy play an intermediary role between thinking style and art design creativity in public places? Based on this, this research intends to investigate whether the difference between designer's thinking style and creative self-efficacy has an impact on their artistic design creativity in public places, and discuss whether creative self-efficacy plays a mediating effect in the relationship between thinking style and artistic design creativity in public places.

Subjects and methods: 130 major designers in the art and design category of a university in a certain city, including 32 freshmen, 29 sophomores, 37 juniors, 32 seniors; 78 female subjects, there were 52 males, and the average age of the subjects was $M=20.65$ ($SD=1.48$).

The tool for measuring the creativity of art design in public places is the "digital design task". This task requires the designer to design a given image of things by using ten Arabic numerals "0-9". The idea of " chair design task" for this task. Both tasks require participants to use materials with a certain outline to design specific images (expressions, chairs), but these two tasks are for non-professional participants and are less difficult. The "digital design task" has increased in difficulty and technical requirements, and is more suitable for art design students in public places with certain technical skills. In order to improve the reliability of the measurement, this study asked the subjects to use 0-9" to design three images: cup, chair, hanger.

The 65-question version of the "Thinking Style Questionnaire" is used to measure the thinking style. The Chinese version of the scale has 13 dimensions, 5 items in each dimension, and each item has a score of 1-7. In this study, the Cronbach'a coefficients of 13 dimensions were between 0.512-0.796, and the overall reliability of the scale reached 0.832.

The "Creative Self-Efficacy Scale" is used to measure creative self-efficacy. The scale includes three dimensions of ability self-efficacy, cognitive self-efficacy, and task self-efficacy. There are 10 items in total, using a 5-point scoring. The scale is in Singapore. The reliability of the test is 0.82, and the overall reliability of the test in China is 0.78. The scale was originally aimed at high school students. Before the measurement, it is necessary to adjust the statement that does not meet the designer's identity in the scale. For example, "I have many good ideas" changed to "I have many good art design creations in public places". After adjustment, the Cronbach's a of the three dimensions of creative self-efficacy is 0.753, 0.667, and 0.734, respectively.

Study design: Four classes of art design majors in public spaces in a certain university in a city (one for freshman to senior) were selected for the test, and the subjects were given "digital design tasks" with the cooperation of the instructor in this class. Test materials and answer papers. The instruction is as follows: Please choose one or more Arabic numeral elements (0-9) to design three items: chair, hanger, cup, you can use your imagination to any configuration, but the digital element must be your design a part of. Please note: The creative process is completed independently, do not discuss; Please indicate the content of the

painting under the work; The time should not exceed 60 minutes. After the subjects completed the digital design task test, they went to the podium to receive a questionnaire containing "Thinking Style Questionnaire", "Creative Self-Efficacy Scale" and basic personal information (age, grade, major, gender, etc.). The participants were required Answer according to their real situation or ideas.

Methods of statistical analysis: SPSS18.0 software is used for data entry and analysis. The main statistical methods used are descriptive statistics and one-way analysis of variance.

Results: The relationship between designer's thinking style and art design creativity in public places. In order to avoid the influence of grade and gender on the analysis results, partial correlation analysis is adopted, and grade and gender are used as control variables to examine various thinking styles and art design in public places. The relationship between the three dimensions of creativity. The analysis results show that the legislative, hierarchical, holistic and radical thinking styles are related to the artistic design creativity of public places. The four types of thinking styles all belong to the Type I thinking styles mentioned by Zhang and Sternberg. Among them, the correlation between the legislative thinking style and the various dimensions of art design creativity in public places is the most significant ($P < 0.001$), while other types of thinking styles fail to reach a significant level at the 95% confidence level. Table 1 shows the correlation analysis between thinking style and artistic design creativity in public places.

Table 1. Related analysis of thinking style and the creativity of art design in public places.

	Novelty	Aesthetic	Overall merit
Legislation	0.348***	0.346***	0.353***
Administrative	0.002	0.030	0.001
Trial type	0.046	0.038	0.034
Affiliate type	-0.090	-0.123	-0.102
Grade type	0.191*	0.199*	0.190*
The oligarchy	0.106	0.155	0.155
Anarchy	0.037	0.076	0.051
Overall type	0.223*	0.191*	0.222*
Local type	-0.104	-0.075	-0.105
Introverted	0.077	0.093	0.080
Export-oriented	0.100	0.148	0.106
Radical	0.213*	0.260**	0.239**
Conserved	-0.015	0.002	0.012

According to Table 1, it can be concluded that whether creative self-efficacy plays an intermediary role in the relationship between thinking style and artistic design creativity in public places, the research adopts the structural equation model (SEM) method to investigate. According to the commonly used method of mediating effect analysis, firstly, it is verified whether the regression coefficient between thinking style and public place art design creativity is significant. The conclusion shows that the latent variable constituted by the four types of thinking styles "Type I thinking style" is important for public place art design. The regression coefficient of the average creativity score $B = 0.42$, $P = 0.000$, and the model fits well.

Conclusions: Investigate the relationship between designer's creative self-efficacy, thinking style and artistic design creativity in public places. Taking 130 major designers of art design in public places as subjects, using "Thinking Style Questionnaire", Creative Self-Efficacy Scale (CSES) and public place art design creativity sympathy assessment as measurement methods, the thinking style and creativity are analyzed. The relationship between self-efficacy and art design creativity in public places. It is concluded that the legislative, holistic, radical and hierarchical thinking styles are significantly positively correlated with the artistic design creativity of public places; the overall creative self-efficacy and its dimensions are significantly positively correlated with the artistic design creativity of public places; Creative self-efficacy plays a part of the mediating role in the effect of thinking style on the creativity of art design in public places. It proves that to improve the designer's art design creativity in public places, we can try to strengthen his creative self-efficacy, but the role of thinking style cannot be ignored.

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AN ANALYSIS OF THE CREATION CONCEPT OF ANIMATION FILMS BASED ON AUDIENCE PSYCHOLOGY

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Background: Creation is a cognitive process. The concept of creation is the individual's ability to generate novel, peculiar, and valuable viewpoints or animated films, including a series of skills, such as fluency, flexibility, and originality. Research shows that individuals who do not obey and do things out of the ordinary have more creative ideas than those who obey norms and are cautious. Individuals with strong creative ideas generally have the characteristics of individualism and free will. Individuals who analyze the psychological concepts of audiences have the characteristics of individualism, disobedience and free will, and will put more emphasis on goal achievement. Individuals who analyze audience psychology are willing to choose an extraordinary way when completing the target task, will not completely obey the opinions or evaluations of others, and may even act contrary to the suggestions of others. In addition, some studies also directly show that audience psychology is helpful to improve individual creative ideas. Individuals who analyze audience psychology are more likely to produce some novel and unique ideas. Analyzing audience psychology can improve individual cognitive flexibility, for example, it becomes more flexible when looking for commonalities between things. It can be seen that analyzing audience psychology makes individuals more flexible, and their ideas are more unique and novel. Based on this, hypothesis one is proposed, that the psychological concept of the audience has a positive impact on the creative concept of animated films.

The self-efficacy development model points out that the individual's perception of owning resources is conducive to obtaining creative self-efficacy. Audience psychology can be a symbol of different types of resources, such as safety, self-confidence, freedom, power and so on. Analyzing audience psychology can allow individuals to obtain the perception of having resources. For example, audience psychology allows individuals to be in a self-sufficient state that has nothing to do with personal characteristics.

Audience psychology can be regarded as a kind of social resource. Having this social resource can enhance the individual's sense of strength. Individuals who analyze the audience's psychological concept will perceive that they have this social resource, which can replace social support and become more independent and tolerable. Social exclusion, more able to persist in difficult tasks, and more confidence in the completion of tasks. These studies can show that audience psychology as a resource, analyzing audience psychology can increase the ability and confidence of individuals to deal with decision-making problems, generate strong creative self-efficacy, and improve creative ideas. Based on this, hypothesis two is proposed, that creative self-efficacy plays a mediating role in the influence of audience psychology on creative ideas.

Subjects and methods: factor design between groups (audience psychology group vs. control group). 112 third-year undergraduates from a business school of a university in Wuhan participated in the experiment, and the subjects were randomly arranged in any group. There are 56 people in the audience psychology group (38 girls, accounting for 67.86%), and the average age M=20.89 (*SD* = 1.15); 56 people in the control group (40 girls, accounting for 71.43%), and the average age M=20.51 (*SD* =0.87).

Study design: This article encodes the participants' suggestions and opinions and converts them into comparable index values. First, the creative fluency index value is reflected by the number of creatives. Secondly, the originality index of creativity, inviting three experts (1 pedagogy and 2 PhDs in psychology) to evaluate the originality of each idea, and score based on the characteristics of originality-rare, innovative and novel (1 = very no originality, 7 = very originality), the statistical results show that the score consensus between raters is satisfactory, the intraclass correlation coefficient (in traclass correlation coefficien, ICC) is 0.81, and all scores are aggregated as originality Sexual index value. Finally, the cognitive flexibility index mainly measures the direction of the subjects' creativity. According to the categories set by De dreu, the creative direction is divided into 7 aspects: shooting environment, shooting facilities, film quality, shooting information, and animation design Teacher, animation format and other aspects. If the creativity generated by the subjects contains more of these categories, the higher the cognitive flexibility. The three experts were classified separately, and the statistical results showed that the intra-group correlation coefficient of the three experts' scores was ICC=0.82, and the scores between the experts were consistent. Similarly, all the scores were aggregated as the cognitive flexibility index value.

Methods of statistical analysis: Audience psychology analysis: Use audience psychology terms to analyze. Selection of experimental animation films: The selection of war educational films as experimental subjects is mainly based on the following considerations: first, war educational films are popular films, and basically everyone has watched war educational films; second, you can control the educational/watching of animated films The impact of sex on the psychological psychology of audiences. When studying the educational and viewing attributes of animated films, the measurement of war educational films is: the average educational value of war educational films is 4.26 (7-point scale), and the average value of viewing is 3.90. There is no

significant difference between the two. It is believed that war educational films are relatively neutral animation films, which are neither biased towards educational animation films nor towards viewing animated films.

Results: Data analysis showed that there was no significant difference in the income levels of the three groups: M control group = 5344.19, M natural group = 4982.76, M audience psychology group = 5142.86, F (2,187) = 1.51, P > 0.05.

Then analyze the viewing/educational properties of animated films. Data analysis shows that there is no significant difference in the viewing/educational properties of the three groups: M control group = 4.19, SD = 1.61; M natural group = 4.28, SD = 1.35; M Audience Psychology Group = 4.23, SD = 1.74, F (2,187) = 0.04, P > 0.05, and the average value perceived by all subjects is 4.23, which is similar to the average value measured by Zhao Zhanbo et al. 4.26 (education (Sex) and 3.90 (Appreciation) are very close, and war education films can be regarded as neutral animation films.

Then the three groups of subjects perceive the novelty of the animated film without significant difference: M control group = 5.55, SD = 1.75; M natural group = 5.14, SD = 1.39; M audience psychology group = 5.31, SD = 1.42, F (2,187) = 1.09, P > 0.05, but what all the subjects feel the novelty score is much higher than the measured median value (the median value of the 7-point scale is 4, t (190) =12.04, P < 0.05), that is, the 6-degree war education film is more than the 8-degree war education film It is novel.

Finally, the proportion of the experimental group receiving new animated films (77.14%[54/70]) was significantly higher than the control group (58.06%[36/62]) (X^2(1)=5.52, P<0.05) and the natural group (58.62% [34/58])(X^2(1)=5.06, P < 0.05), there is no significant difference between the control group and the natural group (X^2(1)=0.00, P > 0.05), indicating that it is relative to the control group and the natural group. Participants who analyze audience psychology are more willing to choose new animated films. The statistical results are shown in Figure 1.
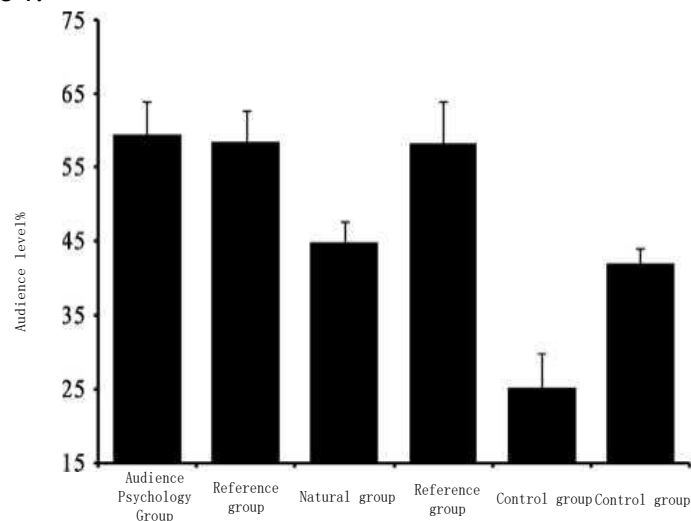
Figure 1. Color-point expression rate.

Conclusions: Secondly, this research expands the study of audience psychology on individual behavior. The previous audience psychology research mainly focused on the social field. The analysis of audience psychology will reduce the individual's pro-social behavior, including sharing, cooperation, helping, comfort, and donation Wait. This article focuses on the influence of audience psychology on self-behavior. When Vohs and others proposed audience psychology, they have verified that audience psychology can promote the realization of self-goals. Individuals who analyze audience psychology have better persistence and Patience. This article further validates the influence of audience psychology on other aspects of individuals. Audience psychology can improve individuals' cognitive flexibility, have more ideas and originality when solving problems, and be more able to accept new animated films released by film studios.

Based on the theory of self-sufficiency, this article provides an explanation mechanism for the influence of audience psychology on creative ideas. Early studies have shown that the individual's creative self-efficacy is the pre-variable of the creative concept. This article also verifies the mediating role of creative self-efficacy. After analyzing the audience's psychological concepts, individuals have stronger creative self-efficacy, more flexible cognition, and more unique ideas when faced with the problems that need to be solved.

Based on the positive influence of audience psychology on creative ideas, this article further verifies that audience psychology can increase the acceptance of animated films to new animated films. This conclusion is consistent with Zhao Jianbin that individuals who analyze the psychological concepts of

audiences are more willing to choose unique animation films.

Conclusion: To study the influence of audience psychology on the creative concept of animated films and the mediating role of creative self-efficacy. Analyze audience psychology using audience psychological stimuli or audience psychological clues, and then use creative concept measurement tools to directly or indirectly test the creative concept of animated films. Analyzing audience psychology can effectively improve the fluency, originality and cognitive flexibility of animated films when solving problems; the influence of audience psychology on creative concepts is through the mediating effect of creative self-efficacy; audience psychology positively affects the animation films Willingness to accept new animated films. Audience psychology improves the concept of animation film creation by creating self-efficacy.

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CHINA'S SMART LOGISTICS SUPPLY CHAIN INNOVATION BASED ON CONSUMER PSYCHOLOGY

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Background: China's smart logistics supply chain innovation refers to the process mode and performance of individuals in the process of continuous knowledge sharing and transfer, in order to gain their own competitive advantages, maintain their own core competitiveness, and then obtain continuous growth momentum and constantly shift the focus of knowledge. It emphasizes that individuals consciously use some innovative ideas, processes or methods in order to effectively improve the results of innovation. On the basis of predecessors' "individual innovation behavior path model", Janssen constructs China's smart logistics supply chain innovation measurement tool composed of three dimensions: "innovative thinking generation", "innovative thinking promotion" and "innovative thinking realization". In the research on the impact of learning goal orientation on the innovation of China's smart logistics supply chain, the innovation of China's smart logistics supply chain was investigated from four aspects: innovation desire, innovative actions, innovative applications and innovation results. As far as the influencing factors of innovation performance are concerned, existing studies have found that factors such as motivation, leadership behavior, teamwork, and resources all play a key role and are affected by the organization's task environment. Among them, innovation, as an implicit motivation mechanism and an important factor to promote employee innovation, has a significant correlation with the innovation of China's smart logistics supply chain.

The inclusion of consumer psychology can enable individuals to have psychological cognition and experience of organizational situations that affect the cultivation, development and application of their innovative abilities. As the consistent cognition and explanation of consumer psychology orientation, innovation characteristics and innovation support, consumer psychology has an important link function between the individual and consumer psychology behavior. From the perspective of research on the structure of consumer psychology and its measurement tools, the accumulation of Western research results has been relatively mature. At present, domestic research in this area needs to be improved. The consumer psychology measurement tools used by some researchers in their research are mostly translation revisions of foreign scales. In a recent study on consumer psychology measurement, scholars based on the Chinese cultural background and socio-economic development characteristics, compiled a COIC (Chinese Organizational Innovation Climate) questionnaire with good measurement technology characteristics called to compare the structure of other relevant questionnaires. The questionnaire includes the "leadership" factors that reflect the uniqueness of Chinese culture. Consumer psychology has an important positive predictive influence on the innovation of China's smart logistics supply chain, and has an important motivational effect on the individual's innovative behavior. In other words, the individual's innovation performance in the organization will have positive changes due to the stimulation of innovation-on-innovation behavior. The impact may include several effective process stages and composition results of China's smart logistics supply chain innovation. At present, domestic empirical research in this area is still highly lacking. To this end, this research aims to investigate the predictive effect of consumer psychology on the innovation of China's smart logistics supply chain in the context of Chinese culture.

Subjects and methods: The study distributed 500 questionnaires to 10 companies, including 413 valid data, with an effective rate of 82.6%. The age range is 21-58 years old, with an average age of 29.84 years; the average service life in this unit is 6.53 years (1 to 35 years); the average annual income is RMB 28,100. Among them, there are 229 males and 184 females; 306 general employees, 69 middle-level managers, and 38 senior managers; 24 people with education level below high school, 113 junior colleges (including higher

vocational colleges), 244 undergraduates, and 32 postgraduates. people.

Study design: Analysis of consumer psychology: COIC questionnaire compiled by Jin Shenghua and Zheng Jianjun. The tool has seven dimensions, including incentive mechanism, leadership, teamwork, superior support, resource guarantee, organization promotion, and independent work. It consists of 23 5-point scoring projects. Logistics supply chain innovation mechanism: using tools compiled by Han Yi, Liao Jianqiao and Long Lirong. The tool consists of 8 items to form a measurement of China's smart logistics supply chain innovation, and uses a 5-point scoring method to measure employees' willingness to innovate, actions, and results.

Methods of statistical analysis: In order to avoid the influence of the common method bias effect on the research results, on the basis of standardizing the questionnaire instruction, uniform training of the test subjects, and uniform measurement time, we use anonymous answering, changing the order of items, and changing the direction of answering items, etc. The technology controls the common method variation in the measurement procedure, and examines the bias effect caused by this. Use SPSS15.0 to manage and analyze the data.

Results: Correlation between consumer psychology and China's smart logistics supply chain innovation. The results in Table 1 show that there is a significant correlation between the dimensions of consumer psychology and the dimensions of the logistics supply chain innovation mechanism.

Table 1. Descriptive statistical results and correlation matrices for the variables (n = 413)

Variable quantity	1	2	3	4	5	6	7	8	9	10
1	1									
2	0.69"	1								
3	0.51"	0.61**	1							
4	0.59"	0.74"	0.70"	1						
5	0.21"	0.28**	0.22"	0.26"	1					
6	0.60"	0.68**	0.61"	0.67"	0.22**	1				
7	0.34"	0.47"	0.39"	0.53"	0.15"	0.46"	1			
8	0.50"	0.59**	0.64"	0.64**	0.15"	0.56"	0.56"	1		
9	0.46**	0.50"	0.44"	0.47**	0.15"	0.40**	0.51**	0.58"	1	
10	0.53**	0.56"	0.44"	0.53**	0.11*	0.45**	0.57"	0.62"	0.66**	1
M	3.25	3.56	3.96	3.66	3.20	3.67	3.31	3.68	3.36	3.08
SD	1.09	1.09	0.96	0.96	1.09	0.96	0.94	1.04	1.17	0.99

After research, after controlling the corresponding irrelevant variables, the hierarchical regression analysis is used to analyze them. Three hierarchical regression analyses are carried out with innovation willingness, innovation actions and innovation results as dependent variables. The first step is to enter the control variables such as gender, age, length of service, income, position and education into the equation, and the second step is to enter the consumer psychology variables into the equation. equation. After controlling for the demographic variables, the incentive mechanism, leadership and independent work in the consumer psychology variables have a significant impact on the willingness to innovate, and the variance that can be explained is 41.0%; the team cooperation and resources in the consumer psychology variables Security and work independence have a significant impact on innovation actions, and the explainable variance is 44.5%; the incentive mechanism, resource security, and work autonomy in consumer psychology variables have a significant impact on innovation results, and the explainable variance it is 45.7%.

Conclusions: The "incentive mechanism" factor in consumer psychology has a significant positive predictive power for innovation willingness and results, which is consistent with the findings of existing studies: motivational factors affect their innovative behavior and results through the process of psychological activities. It also influences the innovative thinking and behavior of members of psychological activities in the form of salary rewards. In addition, this research clarifies the important influence of work autonomy in the atmosphere of consumer psychology on the three processes of China's smart logistics supply chain innovation. Corresponding to this result, work autonomy can not only stimulate the creation of new knowledge by employees, but also ensure that the creative thinking and actions of mental activity members are not disturbed, so as to obtain a good result of China's smart logistics supply chain innovation.

Reform in Hainan Province in 2021." Research on Resource Development and Application Mode of Business Data Analysis Course in Higher Vocational Colleges under the Background of Digital Era" (Hnjg 2021-124).

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THE INNOVATIVE EXPLORATION AND APPLICATION OF PHYSICS EDUCATION MODEL IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: School is an important environment for students to learn and grow, and teachers are the main body of education and teaching. For a long time, scholars have devoted themselves to exploring reasonable and effective education and management methods in school education research to promote the harmonious development of students' academic work and body and mind. For this reason, the leadership behavior adopted by teachers in the process of educating and managing students has attracted the attention of researchers. Some studies have shown that physical behavior in colleges and universities has a certain impact on students' school pressure, peer relationships, and emotional adaptation. This research intends to explore the characteristics of the innovation of college physics education model from the perspective of students and its relationship with students' mental health, in order to enrich the data of the research field of teacher behavior and student development.

This article discusses the characteristics of university physics education model innovation and its relationship with students' mental health from the perspective of educational psychology. A survey of 564 educational psychology in two middle schools in Xiangtan City was conducted using the college physical behavior questionnaire and the mental health scale for middle school students. From the perspective of educational psychology, college physics education model innovation can be classified into three types: democratic, authoritative, and laissez-faire; the distribution of different types in the total sample, school type, and grade is significantly different, and the gender distribution difference is close to significant. Under the vision of college physics education model innovation as a democratic type of students, their mental health level is significantly better than that of students under authoritative and laissez-faire leadership, while under the vision of authoritative and laissez-faire students, their student psychology There is no significant difference in the level of health. The innovation of college physics education model is closely related to the mental health of students.

Subjects and methods: Two classes were randomly selected from a key middle school and a general middle school in a city from the first to third grades as the survey subjects. A total of 603 educational psychology students from 12 natural classes participated in the survey, and finally 564 valid subjects were obtained. Among them, there are 191 in the first grade, 177 in the second grade, and 196 in the third grade; 320 in key middle schools, 244 in ordinary middle schools; 262 boys and 302 girls.

The cognitive psychology questionnaire adopts the "College Students Cognitive Psychology Questionnaire" compiled by the previous research. The questionnaire was compiled in accordance with standard norms, with a total of 61 items, including 5 subscales, including 19 introspective subscales, 11 interpersonal relationship subscales, 9 stress management subscales, and 11 adaptive subscales. General 9 questions on the cognitive subscale. The questionnaire is scored from 1 to 7, which are completely non-conforming, relatively non-conforming, somewhat non-conforming, uncertain, somewhat conforming, relatively conforming, and completely conforming. The higher the score, the higher the level of cognitive psychology. The questionnaire has good reliability and validity, and the internal consistency coefficient of the five subscales is between 0.695 and 0.806.

Study design: Using the Symptom Self-Rating Scale (SCL-90), the scale includes 9 factors such as somatization, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, horror, paranoia, and psychosis, with a total of 90 items. Each item is scored with 5 grades, 1 to 5 points in turn represent asymptomatic to severe symptoms. According to the national norm standard, any factor score of more than 2 points is defined as positive, indicating that there may be mild psychological problems represented by the factor, more than 3 points may indicate more obvious psychological problems, and more than 4 points indicate that there may be Serious psychological problems.

Methods of statistical analysis: The researchers numbered the returned questionnaires, eliminated blank and incomplete questionnaires as invalid questionnaires, and used SPSS 20.0 for data management and statistical analysis.

Results: Taking the student's gender, grade, school type, and leadership mode as independent variables, the total average of students' mental health is divided into dependent variables for multi-factor analysis of variance. The results show that all the two-interaction, three-interaction and four-interaction effects of the leadership model and the other three independent variables are not significant. Gender main effect (F (1,528) = 1.719, P = 0.190), grade main effect (F (2,528) = 0.683, P = 0.506), school type main effect (F (1,528) = 0.070, P = 0.791) None were statistically significant. The main effect of the leadership model is significant (F (2,528) = 8.803, P = 0.000). The post-mortem test showed that the score difference between the democratic type and the authoritative type (P = 0.000) and the laissez-faire type (P = 0.000) was statistically significant, and the difference in the scores of the authoritative type and the laissez-faire type (P = 0.532) was not statistically significant.

Take leadership model as the independent variable, and take the scores of the various factors of students' mental health as the dependent variable for MANOVA analysis. It can be seen from Table 1 that the scores of the three types of subjects on all factors of students' mental health show an obvious consistent trend: the authoritative type has the highest score, followed by the laissez-faire type, and the lowest is the democratic type. The post-mortem test found that the authoritative type scored significantly higher than the democratic type on the three factors of compulsion, hostility, and interpersonal sensitivity; on the other seven mental health factors such as paranoia, the authoritative type and the laissez-faire type scored significantly higher. For the democratic type, the difference in scores on all factors is not significant between the authoritative type and the laissez-faire type.

Table 1. Comparison of student mental health in different teacher leadership behavioral mode ($x \pm s$).

	Forced symptoms	Bigoted	The enemy	Tension	Depressed	Anxious	Study pressure	Not adapted	Emotional imbalance	Psychological imbalance
Democracy	2.27±61	1.95±70	1.99±85	214±75	1.98±80	2.09±86	2.08±79	2.10±65	2.10±77	1.80±64
Authority type	2.46*±62	2.26'±77	2.22*±87	2.34*±71	2.25*±78	2.47*±88	2.61*±81	231*±73	2.57±77	2.34±75
Laissez-faire	2.34±66	2.14*±69	2.12±81	2.30±79	2.24*±81	2.35*±89	2.47±93	2.44*±80	2.47'±75	2.16'±79
F	4.392*	9.583***	3.473**	3.954*	7.941**	9.135**	21.976*	19.894**	20.728**	29.045**

This study found that in the minds of nearly half of the students, teachers can pay attention to democracy in education and management practices, follow good temptations, and moderate tolerance. At the same time, more than half of the students believe that teachers control them too much, or let them go.

The proportion of democratic leaders in the field of vision among girls is significantly higher than that of boys, and the proportion of authoritative leaders is significantly lower than that of boys. Generally speaking, girls are quieter, with delicate feelings, and easier to follow the guidelines; boys are more active and have more adventurous behaviors, which may result in less democratic leadership and more authoritative leadership over boys by teachers.

Conclusions: Under the view of ordinary university students, the proportion of authoritative leaders is obviously more than that of key universities, and the proportion of laissez-faire leaders is obviously less than that of key universities. This may be related to the living environment and quality of students in the two types of schools. From the grade point of view, the proportion of students with democratic leadership in the visual field decreases rapidly with the increase of grade, and the proportion of authoritative leaders in the field of visual field increases with the increase of grade. Studies have shown that the level of self-awareness of freshman students in the behavioral dimension is higher than that of second- and third-year students. In order to protect students' self-esteem and personality development, teachers usually induce their deviant behaviors patiently. With the increase of age, students' self-control ability and learning consciousness have improved. At the same time, the tendency of psychological independence has increased, and the pressure of entering higher education will increase. As a result, democratic leadership has decreased and authoritative leadership has increased.

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ANALYSIS OF DYNAMIC MODELING OF THE EVALUATION SYSTEM OF PHYSICAL EDUCATION TEACHING QUALITY IN COLLEGES AND UNIVERSITIES BASED ON COGNITIVE PSYCHOLOGY

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Background: In cognitive psychology, customer satisfaction is the attitude of satisfaction or dissatisfaction formed by customers after consuming a certain product. Customer satisfaction is the customer's judgment on product characteristics and the degree to which the product meets their needs. It is hierarchical, temporal, subjective and relativity. Customer satisfaction is a measure of customer satisfaction. At present, many countries and regions in the world have developed customer satisfaction models, such as the American Customer Satisfaction Model (ACSI) and the European Customer Satisfaction Model (ECSI).

The product of colleges and universities is education services, and students are their main customers. Therefore, the degree of meeting the needs of students' learning and development should be the main basis for evaluating the quality of college education services. Some scholars have used the concept of corporate customer satisfaction to define the evaluation system. The evaluation system is the subjective evaluation of students' educational experience and gains. The evaluation system is the psychological state produced by comparing the actual perception and expectation of students.

With the help of structural variables such as school image, value perception, quality perception, student expectations, evaluation system, student complaints, and student loyalty, scholars have established higher education evaluation system models. Using the four structural variables of student expectation, quality perception, value perception, and evaluation system, a model of the physical education quality evaluation system was constructed and tested. At present, domestic and foreign scholars have achieved some results in the research of university evaluation system models, but the recognized university evaluation system model has not yet been established. A large number of empirical tests are needed in the selection of model structural variables, observation variable design and modeling methods.

Subjects and methods: This study randomly selects students in equal proportions to accept questionnaire surveys. During the investigation process, the researchers personally handed out the questionnaires to the surveyed subjects, filled in and collected them face to face. A total of 2,052 questionnaires were distributed in the survey, and 2013 were returned. 60 pieces of invalid questionnaires were eliminated (all the answers to the questions were the same option, and the answers were incomplete), and 1953 valid questionnaires were obtained.

The questionnaire compiles 32 questions, corresponding to the observed variables listed in Table 1, and uses five-level scoring to design question options, 1 point means "very inconsistent", 5 points means "very consistent". Then, a pre-survey and reliability and validity analysis were carried out, and the questionnaire was revised accordingly, and the formal questionnaire was determined.

Study design: Sample selection and data collection This study selects two universities in a certain city that are the first to carry out the quality of physical education to conduct a questionnaire survey. Among them, school A is a research university, and school A has a leading position in sports-related research in the country. School B is a teaching-oriented university. Since 2004, it started to provide physical education quality. It has gradually established a school-wide physical education quality system, and its physical education quality model is representative. The subjects of the survey are students who have taken physical education courses in two universities. According to the students' grade, major, and gender distribution, this study randomly selects students to accept questionnaire surveys.

Methods of statistical analysis: This study uses the PLS method to calculate the model. In order to test the reliability and validity of the data obtained, this study uses SPSS19.0 software to analyze the reliability and validity of the questionnaire, uses the Cronbach a coefficient to test the reliability of the questionnaire, and uses the KMO and Bartlett sphere test to analyze the validity of the questionnaire. The results show that the Cronbach a coefficient of each dimension and the overall is greater than 0.7, indicating that the questionnaire has high reliability; the overall KMO coefficient is greater than 0.8, and the Bartlett sphere test Sig. is less than 0.01, indicating that the questionnaire has high efficiency.

Results: This study uses SMARTPLS3.0 software to calculate the common factor (H^2), multivariate correlation square (R^2) and redundancy (F^2). The results are shown in Table 1.

The largest H^2 is the evaluation system (0.769), the smallest is the value perception (0.501), and the overall common factor is 0.628, indicating that the model's structural variable measurement effect is acceptable, and the observed variables have a better predictive ability for the corresponding structural variables. The R^2 of the evaluation system is as high as 0.761, indicating that the proportion of the evaluation

system explained by the school image, student expectations, quality perception and value perception has reached 76.14%, indicating that the model has high rationality. The redundancy of the entire model is 0.332, which is higher than the standard 0.325. Therefore, the model has a strong predictive ability and a better fitting effect.

Table 1. Results of the fit degree analysis.

Metric	H^2	R^2	F^2
School image (1)	0.596	-	–
Studemt expectations (2)	0.652	0.758	0.494
Quality perception (3)	0.682	0.531	0.362
Value perception (4)	0.501	0.639	0.320
Evaluation system ($)	0.760	0.761	0.495
Studemt loyalty (m)	0.584	0.561	0.328
Oveall	0.628	0.524	0.332

This study uses SMARTPLS3.0 software and Bootstrapping method to test the path coefficient of the model, and judges whether the path coefficient is significantly non-zero based on the value of r. If $|r|>1.96$ ($a = 0.05$, $df(x)$) is satisfied, it is significant; on the contrary, if $|r|<1.96$ (a=0.05, df(e)), it is not significant. The revised model was re-tested, and the results showed that the fitting index did not change much, but most of the path coefficients were improved, and all passed the significance test ($|r|>1.96$), indicating the revised model The structure is more reasonable.

Conclusions: On the basis of the higher education evaluation system model, the university physical education quality evaluation system model was constructed, using the results of a questionnaire survey of 2052 students who have participated in the physical education quality project of two typical universities in a certain city, using the PLS-SEM method An empirical analysis was carried out, and the results showed that: student expectations, quality perception, and value perception all have a direct and positive impact on the evaluation system, and the evaluation system has a direct and positive impact on student loyalty; the school image has a direct and positive impact on the quality evaluation system of college physical education teaching There is no direct impact, but an indirect impact through student expectations; the evaluation system directly and positively affects student loyalty. The evaluation system mainly originates from two aspects: one is the direct utility produced by students' expectations and quality perception, and the other is the indirect utility produced by students' expectation through influencing quality perception and value perception. According to the research conclusions, suggestions are made for improving the quality of physical education in colleges and universities.

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THE WAYS TO IMPROVE THE SERVICE QUALITY OF CULTURAL CENTERS FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

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Background: The satisfaction of the visitor is equal to the experience value of the patient minus the value of the improvement path of the visitor. If the visitor's experience and feeling exceed the visitor's promotion path, the visitor will be satisfied and happy; on the contrary, if the visitor's experience and feeling is lower than the visitor's promotion path, the patient will be dissatisfied and even complain. The cultural center must understand the visitor's improvement path, demand for the cultural center service and its satisfaction; it must guide the visitor's expectations, so that the visitor correctly understands the level of my country's economic development and cultural center level, their own actual situation and economic affordability, Form a rational cultural museum consumption and a more realistic improvement path. This research investigates the improvement path of visitors to the cultural center's service attitude and service quality, in order to provide reference materials for the cultural center management.

Subjects and methods: Take all visitors to a cultural center in a certain city for three consecutive days as a sample. According to the general requirements of research ethics, all the enrolled subjects were

voluntarily investigated. A total of 501 people entered the museum within three days, of which 359 visitors who met the sampling conditions were surveyed. The average age of the sample was 39.98±19.327 (1-93 years old); 157 were males (43.7%), 194 were females (54%), and 8 were missing gender information; 133 were in internal medicine (37%), and 100 were in surgery (27.9%), 73 people in obstetrics and gynecology (20.3%), other 53 people (14.8%); 37 scientific and educational personnel, 44 civil servants, 28 workers and individuals, 26 students, 72 farmers, and 152 people lacking occupational information; Family monthly income per capita: 122 people under 500, 99 people at 500-1000 yuan, 45 people at 1000-2000 yuan, 29 people at 2000-3000 yuan, 14 people over 3000; 65 in elementary school, 95 in junior high school, 87 in high school (secondary school) People, 69 university students, 43 lack of education; 13 public funds, 183 self-financed, 113 workers insurance, 22 rural cooperative cultural centers, 3 commercial insurance, 25 unknowns; 45 unmarried, 247 married, divorced 3 people, 4 remarried, 6 widowed, 54 people lack family information.

Study design: The questionnaire design is based on Maslow's "Needs Hierarchy Theory". It refers to more than 60 literatures on the promotion path and needs of domestic and foreign scholars, interviews with visitors and cultural center personnel, and combines the special physiology of visitors, psychological needs, China's social and cultural background and level of economic development, etc. to design the questionnaire. From the five dimensions of cultural center environment, service attitude, service quality, cultural center information, cultural center cost, etc., the "Questionnaire for Improving Visitors to the Museum" was designed. Set 5-8 items in each dimension for visitors to choose, and set an open option, requiring visitors to sort the five most important items in each dimension in order of importance according to their own situation. Visitors are also required to sort the improvement paths of these five aspects and report their own improvement paths for the warehouse management effect. The reliability of the questionnaire is relatively high.

Methods of statistical analysis: When a visitor enters the museum, a trained researcher will introduce the purpose and significance of the research to the visitor and their escorts using a unified instruction. After obtaining the consent of the visitors, the visitors are required to fill in the questionnaire. Statistical analysis uses SPSS12.0 for statistical analysis.

Results: According to the research, the visitors' expectation of the overall improvement path of the cultural center, the first is service attitude and professional ethics (37.2%), followed by service quality and service level (29.8%), cultural center environment (17.6%) And reasonable fees (13.1%), and finally provide enough cultural center information (2.3%).
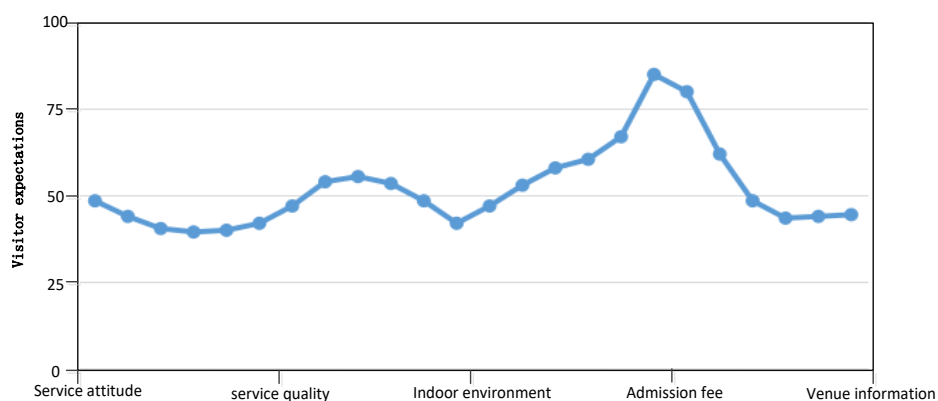
Figure 1. Statistics of the expectation value of the cultural center.

In terms of service attitude, the first place is mainly: 280 people (79.5%) of the cultural center are dedicated and responsible, 21 people (6.0%) are sincere to visitors, and 21 people (6.0%) are treated equally, and 18 people have equal exchanges with visitors and their families. (5.1%), with good professional ethics, 16 people (4.5%) who did not accept red envelopes, and 11 people (3.1%) with good service relationships.

In terms of service quality, the first place is mainly: 179 skilled staff (50.9%), timely and clear regulations, 130 people (36.9%) with good curative effects, and 18 people (5.1%) who relieve psychological pressure, and have senior Managers with professional titles meet 9 (2.6%).

In terms of the environment of the cultural center, the first place is mainly: 177 people (50.4%) in a quiet, comfortable and safe environment, 125 people (35.6%) with complete and advanced inspection warehouse equipment, and a variety of grades and prices. There are 19 people (5.4%) to choose from in the museum, and 13 people (3.7%) provide nutritious and reasonably priced meals.

In terms of the cost of cultural centers, the first place is mainly: according to the standard and reasonable charge 204 people (58.0%), as far as possible to save 36 people (10.2%) who are well ill, and 13 people (3.7%)

who know the daily expenses.

In terms of cultural center information, the main thing that ranked first is: 191 people (54.1%) who hope to provide a variety of warehouse management options, 80 people (22.7%) explaining methods, side effects, and precautions, and 49 people (22.7%) who promptly inform regulations and forecasts (13.9%), 16 people (4.5%) know who the supervisor and service staff are.

The survey found that: 83% of the visitors to the museum can meet the requirements of the warehouse management promotion path; 6.3% of the visitors can meet the demand of the promotion path; 6.0% of the visitors can have clear regulations on the promotion path; 4.6% of the visitor's promotion path Demand can be significantly improved.

After X test, different categories of visitors have statistical differences in the improvement path of visiting environment ($P < 0.05$), service quality and visiting effect ($P < 0.01$). Female visitors have a higher path value for cultural center service quality improvement, while male visitors have a higher path value for cultural center environment improvement; there is no obvious difference between urban and rural visitors to cultural center improvement path. Visitors of different education levels, different ages and different household monthly incomes have no statistically significant differences in the improvement path of the cultural center's service quality. There was a difference between unmarried and married visitors to the improvement path of cultural center staff's service attitude ($P < 0.05$). Married visitors have a higher value for the promotion path of the museum environment and various grades of the museum than unmarried visitors, while unmarried visitors have a higher promotion path to check and visit the advanced equipment. Visitors with different payment methods for visiting the museum have differences in the visiting environment ($P < 0.05$), service quality and service level ($P < 0.01$), and the improvement path of curative effect ($P < 0.05$).

Conclusions: The purpose is to study the improvement path of visitors in the cultural center environment, service attitude, service quality, cultural center information and cultural center fees, etc., to provide reference for cultural center institutions to adjust the content and methods of cultural center services. Using self-compiled questionnaires, we investigated how the 359 visitors who stayed in a cultural center for three consecutive days improved the service quality of the cultural center. It is concluded that the highest improvement path of visitors is cultural center service attitude (37.2%), followed by service quality (29.8%), then cultural center environment, and finally reasonable fees and providing sufficient cultural center information. Visitors of different categories, different genders, different family conditions and different fee payment methods have different ways of upgrading the cultural center. For cultural centers with a certain scale and high technical level of cultural centers, the most improvement path for visitors is the service attitude and professional ethics of cultural center personnel. Different groups of people have different content on the promotion path of cultural centers.

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RESEARCH ON THE INFLUENCE OF MOBILE SOCIAL MEDIA ON THE MENTAL HEALTH OF COLLEGE STUDENTS

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Background: Mental health is a major public health and social problem that affects the development of today's society. All sectors of society are encouraged to strengthen scientific research on the mental health of college students. The study found that the incidence of mental health problems among college students, the severity of symptoms, and the utilization rate and treatment time of college psychological counseling services all have an upward trend. The increasingly serious mental health problems of college students prompt us to think: What factors are affecting the mental health of college students? Ecosystem theory assumes that human development is not the product of a single factor, but individual factors (such as emotional intelligence, mobile phone dependence) and the result of the interaction of ecological and environmental factors (such as social support). Based on this theory, to explore the factors that affect the mental health of college students, it is necessary to "start together" with the individual and the ecological environment. Therefore, it is necessary to explore the relationship between internal and external factors and the mental health of college students and their mechanism of action.

This study constructs a moderated mediating effect model, comprehensively examines the mechanism

and boundary conditions between emotional intelligence and college students' mental health, and explores the mediating role of social support in this process, and the adjustment of mobile phone dependence on this mediating path effect. The research result 495 is theoretically beneficial to reveal the influencing factors and internal mechanisms of college students' mental health, provide scientific basis for college students' mental health education and counseling, and enrich the theoretical research results in this field; in practice, it helps to deepen the psychological and psychological health of college students. Educators' awareness of the importance and necessity of improving the level of mobile phone social media and the level of social support will help to scientifically manage the use of mobile phones by college students, give full play to the positive role of mobile phones, and control their negative effects. Work together from an angle to enhance the mental health of college students.

Subjects and methods: Adopt cluster sampling method to select 850 college students from four provinces as the research objects, delete the questionnaires that did not answer seriously and invalid questionnaires carefully, it means that the item scores are regular and the item scores appear in multiple places. Choose two or more A total of 109 questionnaires with answers were deleted; more than 10% of the questionnaires were omitted and it was deemed invalid, and a total of 120 questionnaires were deleted; finally, 621 valid questionnaires were obtained. Among them, there are 330 boys and 291 girls; 221 freshmen, 127 sophomores, 172 juniors, and 101 seniors; 230 are only children and 391 are non-only children; the average age is 19.86 ± 1.56 years old.

Study design: Emotional Intelligence Scale (EIS) is one of the representative scales used in domestic research on emotional intelligence. A total of 33 items, including 4 dimensions of regulating self-emotions, perceiving emotions, using emotions, and regulating the emotions of others, using a 5-point rating scale, where 1 represents "completely inconsistent" and 5 represents "completely consistent". The higher the participant's score, the higher the score, the higher the level of emotional intelligence. The Cronbach's a coefficient of this scale is 0.92 in this study. 2.2.2 Self-rating scale of psychological symptoms (SCL-90)

The scale was compiled by Derogatis and translated into Chinese by Wang Zhengyu (1984). It has been one of the most widely used scales for investigating the mental health of college students in China. There are a total of 90 questions, including 10 aspects such as somatization and obsessive-compulsive symptoms. The 5-point scale is adopted. 1 means "no" and 5 means "severe". The higher the test score, the lower the mental health of college students. The Cronbach's a coefficient of this scale is 0.98 in this study.

Methods of statistical analysis: The program is conducted by a rigorously trained psychology graduate student. After obtaining the informed consent of the individual, conduct group testing in each school on a class basis. The questionnaire is filled out in an anonymous manner, and it is returned on the spot after completion. It takes about 20 minutes to complete the entire questionnaire. Use SPSS21.0 and Mplus7.0 to perform statistical analysis and processing on the data.

Results: Tested by a mediating model with adjustments, using emotional intelligence as the independent variable (X), social support as the mediating variable (W), mobile phone dependence as the moderating variable (U), and college students' mental health as the dependent variable (Y). Construct a moderated intermediary model. First, the emotional intelligence, college students' mental health, social support, and mobile phone dependence scores are standardized, and then mobile phone dependence is multiplied by emotional intelligence (UX), and social support is multiplied by mobile phone dependence (UW) as the interaction scores. In order to test whether the direct effect of emotional intelligence on college students' mental health is regulated by mobile phone dependence, before doing the analysis of the mediation effect, it is necessary to establish the equation 1: $Y = C_0 + C[X + C_2U + C_3UX + et]$, test coefficients C, C_3 Is it significant. The result is shown in Figure 1.
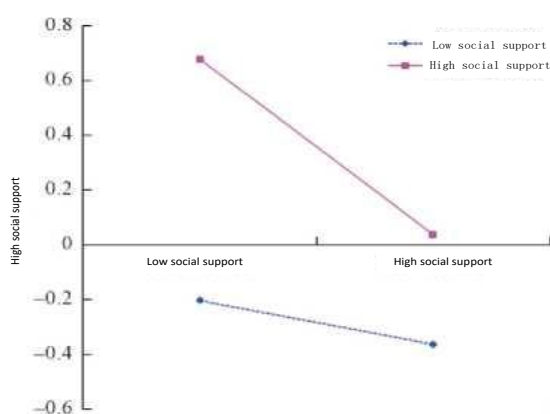
Figure 1. A regulated mediation model test.

The results show that after controlling for gender and age, emotional intelligence has a significant impact on college students' mental health 6 = -0.29, < 0.001), mobile phone dependence has a significant impact on college students' mental health (C^2 = 0.33, < 0.001), mobile phone dependence and The interaction item of emotional intelligence has no significant effect on mental health (C^3 = -0.02, > 0.05), indicating that the direct effect of emotional intelligence and college students' mental health is not regulated by mobile phone dependence.

Conclusions: Taking 621 college students as subjects, using emotional intelligence scale, psychological symptoms self-rating scale, adolescent social support rating scale, and mobile phone dependence index scale as research tools to explore the relationship between emotional intelligence and college students' mental health , And build a moderated mediation model on this basis to explore the mediation role of social support and the mediation role of mobile phone dependence in this mediation process. The results found that: (1) Emotional intelligence has a significant impact on the mental health of college students, and social support plays a part of the mediating role, that is, emotional intelligence can directly affect the mental health of college students, and it can also indirectly affect mental health through the mediating role of social support; (2) Mobile phone dependence regulates the latter half of the intermediary process of emotional intelligence affecting college students' mental health through social support. Compared with college students with low mobile phone dependence, social support of high mobile phone dependence has a more significant impact on college students' mental health. To pay attention to the mental health of college students, not only must pay attention to the individual influence of individual factors and ecological environment factors, but also the combined effect of these factors.

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EVALUATION AND ANALYSIS OF THE SPREAD EFFECT OF DOMESTIC ANIMATION FILM WORKS BASED ON BEHAVIORAL PSYCHOLOGY

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Background: With the rise of the mobile Internet era, a series of mobile social media such as Weibo and WeChat have "stringed" people's lives into a huge social network. The socialized promotion content has become a major mainstream channel for people to obtain information about domestic animated film brands and products, and the impact on consumer decision-making should not be underestimated. In the face of such a large "influence", domestic animated films have embarked on the path of self-media transmission. Some domestically produced animated films are like gods in the way of self-media transmission effects (such as Xiaomi, Durex, nearly millions of fans, helping to promote product activities), but more domestically produced animated films have stalled. The key to the success of self-media communication is through the influence of behavioral psychology. How to effectively stimulate behavioral psychology to promote and disseminate the information of domestic animated films determines the breadth and depth of information dissemination. Existing studies have confirmed that the information promoted and disseminated by behavioral psychology has a significant impact on the attitudes and decision-making of other behavioral psychology products, but few studies have explored the pre-variables that affect the improvement of behavioral psychology information, that is, what factors affect behavioral psychology Learned information promotion behavior? This article starts with the content of self-media dissemination of information in social networks, and conducts theoretical explorations on how to promote consumers to forward the information of domestic animated films by introducing the relationship paradigm between behavioral psychology and domestic animated films.

Aiming at the two types of information dissemination stimulus methods commonly used in domestic animated films, "send discount and passion", this article mainly explores the role and mechanism of economic and emotional dissemination effect stimulus on the promotion of behavioral psychology information. This research proposes and finds that the effect of these two types of communication effect stimuli on information enhancement depends on the relationship paradigm established between behavioral psychology and domestic animated films. Through second-hand data analysis and two sets of experimental studies, it is found that economic stimuli can better trigger behavioral psychology enhancement behaviors under the transaction relationship paradigm; emotional stimuli can better trigger behavioral psychology enhancement behaviors under the mutual relationship paradigm. Consumers in the transactional relationship paradigm are based on

the evaluation of domestic animated films (repaying the financial contribution of domestic animated films), while the behavioral psychology under the mutual relationship paradigm is based on the self-interested evaluation of establishing and maintaining their own social networks.

Subjects and methods: In order to explore the influence of communication effect stimulus on the response of different relationship paradigm behavioral psychology on social networks, this research grabs data from online social media, and initially explores the interaction of domestic animated film self-media information on information forwarding and comments Influence. Then select 25 samples from a certain university to conduct interviews to clarify the correspondence between the relationship paradigm and fans.

Study design: 20 domestic animated movie microblogs collected in this study. The sample data includes the name of domestic animated movie Weibo, information category, number of forwarded fans, number of forwarded non-fans, number of commented fans, number of non-commented fans, and forwarded fan rate, Comment fan rate, overall fan rate. Among them: reposted fan rate = reposted fans/reposted volume; commented fan rate = commented fans/comment volume; overall fan rate = (reposted + commented fans)/(reposted volume + commented volume).

Research design: Then the researcher randomly selected 25 interviewees to conduct in-depth interviews to clarify the correspondence between fans and the relationship paradigm. In order to ensure the reliability of the research results, the researcher asked the interviewees' understanding of fans and ensured that the interview content matched the research theme. Respondents need to list 1 or 2 objects closest to fans in their lives and 1 or 2 objects close to non-fans (the researcher asked the participants to list non-fan objects not to include disgust and other factors in order to exclude negative emotions and evaluations. Impact on results). Subsequently, the researcher asked the subjects to choose words from "family, friends, and businessmen" to describe their relationship with the person they were talking about. Finally, the researcher used Aggarwal (2019) to measure the dimension of relational paradigm, and conducted in-depth exploration.

Most of the interviewees ("= 22) chose family members or friends to describe their relationship status for those close to fans; for non-fans, ("= 21) they chose merchant relationships. For the objects close to the fans, most of the subjects talked more about the interaction between themselves and the objects, such as the concern of the fan objects for themselves ("= 20), the objects close to the fans are more special ("= 18), and often Pay attention to and interact with people who are close to fans ("= 23); only some ("= 10) participants believe that products, services, and expertise are the primary reasons for their recognition of being close to fans. For non-fans, those who talk about their care for themselves ("= 5), think that those close to fans are more special (*n* = 4), and often pay attention to objects close to fans and interact (*n* = 3). There are few trials; most (*n* = 24) participants believe that products, services and expertise are the primary reasons for their recognition of non-fans.

Methods of statistical analysis: The researchers numbered the returned questionnaires, eliminated blank and incomplete questionnaires as invalid questionnaires, and used SPSS 20.0 for data management and statistical analysis.

Results: The relationship paradigm is evoked, and both the common relationship scenario and the transaction relationship scenario are successfully manipulated. The shared relationship scenario design stimulated stronger emotional connection between the subjects and the merchant (M shared relationship = 4.89, SD = 1.11 vs. M transaction relationship = 4.39, SD = 1.04; F (1,168) = 8.96, P < 0.01, Cohen's d = 0.46). The scenario design of the transaction relationship inspired the participants to have a stronger business relationship with the merchant (M shared relationship = 4.99, SD = 0.94 vs. M transaction relationship = 5.31, SD = 1.02; F (1,168) = 4.47, P < 0.05, Cohen's d = -0.32). In terms of service quality interference, behavioral psychology stimulated by different relationship paradigms has no significant difference in service quality: (M shared relationship=5.55, SD = 1.01 vs. M transaction relationship = 5.33, SD = 1.06; F (1,168) = 1.9, P = 0.17, NS).
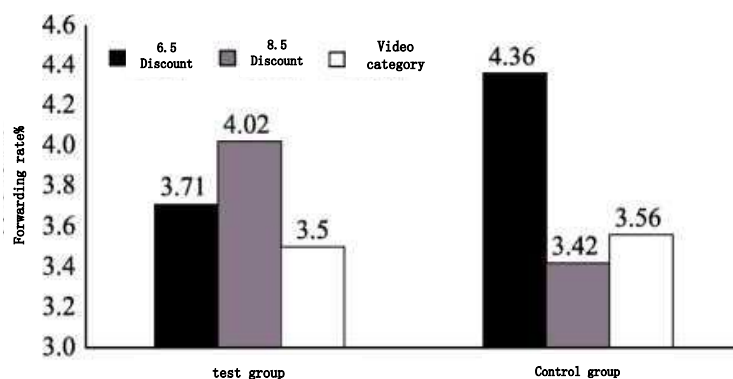
Figure 1. Transmission rate of subjects to different informational stimuli under the relational paradigm.

The moderating effect of relational paradigm on economic stimulus: This study takes forwarding willingness as the dependent variable, economical communication effect stimulus and relational paradigm as fixed factors, and single-factor F test is used to verify the moderating effect, as shown in Figure 1. The relationship paradigm x economical communication effect stimulus variable has a significant moderating effect $S^2 = 0.11$; F (1,168) = 4.36, $P < 0.05$); compared with the willingness to forward film information, the willingness to forward discount stimulus information in the common relationship paradigm has no difference Not significant (M6.5 fold = 3.71, M8.5 fold = 3.42, M film = 3.5; F (1,74) = 0.856, P = 0.43, ns).

Conclusions: Information with higher discounts can more stimulate the willingness of participants in the transaction relationship paradigm (M6.5 fold = 4.36, M 8.5 fold = 3.42, M film = 3.56; F (2, 94) = 4.87, $P <$ 0.05, Cohen's d = 1.31); the willingness of the subjects to forward the information of the half-fold spreading effect is significantly higher than that of the film information, that is, when the economic stimulus is strong enough, the behavioral psychology information forwarding willingness of the transaction relationship paradigm is stronger.

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RESEARCH ON MENTAL HEALTH MANAGEMENT OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF NETWORK GOVERNANCE THEORY

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Background: An epidemiological survey of Internet addiction found that college students are at high risk of Internet addiction due to special conditions such as excessive free time, separation from the strict control of home and school, and easy access to Internet channels. Internet addiction seriously hinders the development of college students' social adaptation, destroys their academic performance and interpersonal status, and increases the risk of other pathological psychology.

Studies have shown that group counseling is an effective way to intervene in Internet addiction. By providing emotional and social support and targeted network governance theoretical activities, group counseling can help college students with Internet addiction improve their emotional state, reduce social anxiety and loneliness, and promote their psychosocial development. However, the intervention objects in previous studies, whether recruited or recommended by relevant informants, are all voluntary participation, with high motivation and compliance for change, which is undoubtedly one of the important reasons for the success of the intervention.

Some Internet addiction college students have a certain understanding of their addiction status and desire to change, but there are also some severe Internet addicts tend to conceal or deny their addiction status, the latter tend to have a higher degree of addiction. The resulting psychological and social damage is also more serious. They hardly ask for help, have poor compliance, and have a high dropout rate. Therefore, traditional treatment methods based on the principle of autonomy and voluntariness are difficult to achieve good intervention effects for the group. For these severe Internet addicts who lack the motivation to seek help, if there is no certain external driving force and supervision mechanism, it is difficult for them to get rid of the addiction spontaneously, and it is very easy to cause academic delays or other psychological and physical damage.

In comparison, foreign universities have formed a relatively complete intervention mechanism for alcohol use. Research has also confirmed that a structured intervention plan combined with administrative management has better effects on involuntary college students than administrative punishment and compulsory drinking education. Cognitive behavior training proved to be the most important therapeutic effect factor. This study intends to refer to the mature foreign alcohol use intervention models to explore the effect of networked governance theory combining administrative management, motivational stimulation and cognitive behavior training on the mental health of serious college students.

Subjects and methods: Using clue sampling and cooperating with a college of engineering, the college counselor selected 40 students from 128 students who had accumulated failed credits of 15 or more in the previous semester according to reports from insiders. The students conducted semi-structured interviews for about 1 hour, and administered the Young's Internet Addiction Test (IAT)11. Finally, 31 IAT test scores and

other evaluations showed that they had Internet problems. Addicted students are used as research objects. The entry criteria are: (1) IAT score M80; (2) More than 2 roommates reported that the daily network usage time exceeds 5 hours, and it obviously affects their study and life; (3) No serious physical disease or mental illness. The 31 subjects were all male, with the same major as the grade (information engineering major, sophomore year). Participants were randomly divided into the networked governance theory group and the control group. Among them, there were 16 people in the networked governance theory group, with an average age of (20.3±0.9) years, and an average cumulative score of (24.8±5.8) failing credits; 15 people in the control group. The average age is (20.3±1.0) years old, and the average cumulative failing credits is (23.1±5.2). There was no statistically significant difference between the two groups in age and cumulative failing credits ($P>0.05$).

Study design: There are 20 items in the Young Internet Addiction Scale (IAT). Each item uses 1 (almost none) to 5 (always) points. A total score of M80 can be judged as Internet addiction. The scale is widely used, and domestic studies have also confirmed that it has good reliability and validity.

Methods of statistical analysis: Using SPSS 11.5 software, the independent sample t test was used to compare the baseline and post-intervention results between the two groups, and the paired t test was used to compare the baseline difference between the two groups and the post-intervention difference and calculate the effect size.

Results: There was no statistically significant difference in indicators between the two groups before the intervention. After 12 sessions of networked governance theory, the average IAT score, average daily network usage time, and average daily online-learning time ratio of the networked governance theory group were lower than those of the control group, while the average daily self-learning time and the passing rate of final credits were higher than the control group.

In this study, the absolute value of the difference effect size of IAT and average daily self-learning time (Cohen's *d*) after the intervention of the two groups in this study were both >2.7. The avera1.7ge IAT score, the average daily internet usage time, and the average daily online-learning time were all lowe r than the baseline; the control group only had a higher pass rate at the end of the intervention period than the baseline. The statistical results are shown in Table 1.

Table 1. Within-and inter-group comparisons of IAT scores and behavioral assessment indicators before and after the two-group intervention (x±s).

Project IAT score	Networking governance theory group (*n* = 16)			Control group (*n* = 15)			Cohen's *D* price	*T* price	
	Base line 1	After the intervention	*T* price	Base line (3)	After the intervention	*T* price		(1)(3)	(2)
Average dasily netwrork use time	82.4±1.7	48.5±6.2	18.77**	81.7±2.1	81.2±2.1	1.44	-6.94	1.06	-19.33**
Average dasily independent learning time	5.6±1.0	2.7±0.7	18.17**	5.7±1.3	5.2±1.2	±2.08	-2.62	-0.102	-7.3**
Average dasily internet access-study time ratio	1.6±0.6	3.3±0.5	-9.46**	15.3±0.6	1.6±0.4	-0.56	3.6	0.55	9.91**
Final credit pass rate	3.9±1.6	0.8±0.2	7.5**	4.5±2.9	3.6±1.7	1.5	-2.27	-0.74	-6.29**
Project	0.3±0.1	0.8±0.1	-22.45**	0.3±0.1	0.4±0.2	-2.44	2.37	-0.13	6.56**

Conclusions: Explore the intervention effect of network governance theory on college students' mental health management. Thirty-one Internet addiction college students (all males) were selected and randomly divided into the networked governance theory group (*n* = 16) and the supervised learning control group (*n* = 15). 12 times of networked governance theory, the control group students participated in 12 times of supervisory self-study once a week, and the Internet Addiction Scale (IAT) was administered to the two groups before and after the intervention, and the average daily Internet usage time and daily autonomy The study time and the passing rate of final credits are evaluated. After the theory of networked governance, the students' IAT score and the average daily online-to-learning time ratio (daily network time/daily self-learning time) were lower than those of the control group [(48.5±6.2) vs. (81.2±2.1), (0.8±0.2) vs.

(3.6±1.7)], which is also lower than the baseline score of this group [(82.4±1.7), (3.9±1.6)], and the passing rate of final credits (0.8±0.1) is higher than that of the control group (0.4 ±0.2) and the baseline level of this group (0.3±0.1) (all *P* < 0.01); only the passing rate of the final credits in the control group was higher than its baseline (0.3±0.1, *P* < 0.05), and there was no statistical difference between the two evaluations of other indicators Learn meaning. Network governance theory can improve the symptoms of internet addiction among college students and promote their independent learning.

*   *   *   *   *

A NET-LIKE META-ANALYSIS OF THE PSYCHOLOGICAL STATE OF DRUG ADDICTS WITH EXERCISE INTERVENTION BASED ON THE OBSERVATION OF ANXIETY AND DEPRESSION

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Background: Exercise intervention mainly includes aerobic exercise and anaerobic exercise. It is an important means to interfere with depression and anxiety syndrome groups. It is widely used in clinical practice. Traditional intervention evidence lacks a unified evaluation standard. The information obtained by drug addicts is relatively single. It is easy to forget; written intervention is affected by the education level and understanding of drug addicts, and there are certain defects. Sports education will be carried out through video or animation, using sports equipment as the carrier. Its content and form are lively, vivid and intuitive, which will help drug addicts understand complex and abstract information, but does exercise help reduce drugs? There are still differences in the results of various studies on the psychological state of addicts. Therefore, this study adopts the method of meta-analysis to systematically evaluate the effect of exercise on the psychological state of drug addicts.

Subjects and methods: Include randomized controlled trials (RCTs) using exercise as an application in digestive endoscopy. Research object: age M18; drug addicts who need to be tested and have no contraindications. Intervention measures: the intervention group drug addicts used exercises such as video and the Internet before the examination, and the control group drug addicts used oral or written forms. Outcome indicators: preoperative anxiety of drug addicts.   Exclusion criteria: documents with duplicate data or incomplete data.

Two researchers independently screened the literature according to the above inclusion and exclusion criteria, and extracted literature information: basic information (author, year), inspection type, sample size, intervention measures, intervention time point, video duration, and outcome indicators, etc. When the two researchers disagree, the third researcher is invited to participate in the discussion and reach a consensus.

Study design: Two researchers independently evaluated the quality of the included literature according to the Cochrane System Review Manual 5.1.0 updated in 2019. The manual evaluated the quality of the literature from seven aspects, namely: the generation of random sequences, Assignment concealment, blinding of research subjects and interveners, blinding of outcome measurers, completeness of outcome index data, possibility of selective reporting of research results, and other sources of bias, each of which corresponds to the "risk of bias" Three evaluation results, "low", "high risk of bias" and "unclear". If the research completely meets the above standards, the quality level is A; if part of the above standards is met, the quality level is B; if the above standards are completely not met, the quality level is C. This research will exclude such documents. When two researchers disagree, please discuss with a third person.

Methods of statistical analysis: The RevMan5.3 software provided by the Cochrane Collaboration was used for meta-analysis. Continuous variable data are analyzed and statistic using mean difference (MD). If the measurement tools of the outcome indicators are the same, use the weighted mean difference (WMD) as the effect analysis statistic; if the measurement tools of the outcome indicators are different, use the standardized mean. The difference (SMD) is the effect analysis statistic; the count data is analyzed by relative risk (RR), and the 95% confidence interval (95% CI) is taken. *P* < 0.05 indicates that the difference is statistically significant. Use *P* to test the heterogeneity between different studies. If *P* < 50%, it means that the homogeneity between the studies is better, and the fixed effects model can be used. If *P* > 50%, it means that the heterogeneity between the studies is greater. The random effects model is used. Perform subgroup analysis or sensitivity analysis for studies with obvious clinical heterogeneity, or only perform descriptive

analysis.

Results: 351 related documents were first detected, including 199 in English and 152 in Chinese. After using Note express to eliminate duplicate entries, 254 articles remain, and 25 articles remain after excluding documents that are inconsistent with themes, reviews, and *non*-RCT based on the title and abstract of the document; after further reading the full text, 4 articles that cannot be obtained with data, 2 articles that are not RCTs, and outcome indicators are eliminated 2 non-conforming articles, 3 non-conforming intervention methods, 3 full-text articles unable to obtain, 1 article with repeated data publication, 10 articles remaining, and an expanded search of the references of 10 articles to obtain readings of 5 articles related to this study After the full text, 3 articles were eliminated and 12 articles were finally included. There were 1801 subjects in the study, including 894 drug addicts in the experimental group and 907 drug addicts in the control group.

Among the 12 included studies, 11 outcome indicators were expressed as continuous variables, and the outcome indicators of the other 1 study were expressed as dichotomous variables. Therefore, the study was excluded when merging and a descriptive analysis was performed. The other 11 studies were combined and found that there was a large heterogeneity between the studies (12 = 91%), so the random effects model was adopted. Since the tools used to measure "anxiety" in each study were different, the standardized mean difference (SMD) was adopted. Perform the analysis, and the results of the Meta analysis are shown in Table 1.

Intrusive examinations Drug addicts have a high degree of health intervention needs before the examination. When the needs of drug addicts are not met, it will lead to anxiety. Sports intervention can show the real process of medical staff to drug addicts in the form of live-action videos or cartoon animations of medical staff, and cooperate with relevant subtitles and explanations to meet the needs of patients for relevant examination information. The results of this study show that exercise intervention can alleviate the psychological state of drug addicts.

Table 1. Effect of motor interventions on the psychological state of drug addicts.

The study was included	Random sequences were generated	Assign hidden	To the outcome assessor	Integrity data results	Selective reporting of the study results	Other bias	Quality grade
Shamekhi	It is not clear	The risk of bias is	The risk of bias is	The risk of bias is low	The risk of bias is	It is not clear	B
Li Hongping	The risk of bias is	The risk of bias is	It is not clear	The risk of bias is low	The risk of bias is	It is not clear	B
Ravindran	It is not clear	It is not clear	It is not clear	The risk of bias is low	The risk of bias is	It is not clear	B
Hsueh	The risk of bias is	The risk of bias is	It is not clear	The risk of bias is low	The risk of bias is	It is not clear	B
Kamyabi	The risk of bias is	The risk of bias is	It is not clear	The risk of bias is low	The risk of bias is	It is not clear	B
Liu Cuiping	The risk of bias is	The risk of bias is	The risk of bias is	The risk of bias is low	The risk of bias is	It is not clear	B
Goryeo shadow	It is not clear	It is not clear	It is not clear	The risk of bias is low	The risk of bias is	It is not clear	B
Arabul	It is not clear	It is not clear	It is not clear	The risk of bias is low	The risk of bias is	It is not clear	B
Bytzer	It is not clear	The risk of bias is	The risk of bias is	The risk of bias is low	The risk of bias is	It is not clear	B
Shaw	The risk of bias is	The risk of bias is	The risk of bias is	The risk of bias is low	The risk of bias is	It is not clear	B
Callaghan	It is not clear	It is not clear	It is not clear	The risk of bias is low	The risk of bias is	It is not clear	B

Conclusions: To evaluate the effect of exercise on the psychological state of drug addicts. Computer search of the Cochrane Library, PubMed, Web of Science, EBSCO, CNKI, Wanfang, Weipu and other databases to find the control group to give routine, the test group to conduct exercise research, after strict quality evaluation, use RevMan 5.3 software to conduct analyze. Finally, 12 studies were included, with a total of 1801 subjects, and 11 studies with continuous variables as outcome indicators were merged. The meta-analysis results showed that exercise can alleviate the mental state of drug addicts. SMD = -0.85, 95% CI (-1.22, -0.48), *P* < 0.05]. The outcome indicators were expressed by binary variables. One study that could not be combined used descriptive analysis, and concluded that exercise education is effective in reducing the mental state of drug addicts (*M* = 17.67, *P* < 0.01). Exercise education can effectively alleviate the

psychological state of drug addicts and is worthy of promotion and application in clinical practice.

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RESEARCH ON THE CURRICULUM PLAN OF THE VOCATIONAL EDUCATION LEARNING FIELD FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The psychological condition of students has always been valued by the vocational education department, but traditional psychology starts from the study of morbidity, and has always paid attention to people's psychological defects and incompetence. The focus is on diagnosing and relieving people's pain, based on traditional psychology. Educational psychology combined with vocational education is also concerned with problematic students and students' problems, and it often treats the symptoms rather than the root cause. In recent years, positive psychology has emerged in the United States, and under the perspective of educational psychology developed with positive psychology, vocational education starts from "active", giving full play to people's mental flexibility and maximizing their mental health. level. This research compares the two curriculum programs of vocational education and traditional vocational education under the perspective of educational psychology, and provides a scientific basis for the vocational education courses to be more effective.

Subjects and methods: The research object is a 2008 freshman in a higher vocational college. 193 questionnaires were sent out and 193 valid questionnaires were returned. Among them, 113 were males, accounting for 58.59%; 80 were females, accounting for 41.45%; the average age was 21.80 years old. ±1.45 years old.

The research tool Symptom Self-Rating Scale, referred to as SCL-90, is compiled by Derogatis L.R. It includes 90 items, involving a wide range of psychiatric symptoms such as feelings, emotions, thinking, consciousness, behavior and even living habits. SCL-90 takes the total score (the sum of the scores of each item), the total average score, the number of positive items (the average score of the subjects' "asymptomatic" items) and 10 factor scores as evaluation indicators. Those who meet the SCL-90 total score^180 points and have a factor score^3 are classified as positive.

Study design: Data collection In September 2008, two classes were randomly selected from the classes that set up combined vocational education courses as experimental class A and experimental class B. Experimental class A adopts the vocational education curriculum method from the perspective of educational psychology, and experiment B The class adopts traditional vocational education methods for course learning. After the two experimental classes of AB have passed one semester of teaching, they will be tested again. When the AB experimental class has not yet started, one class will be randomly selected as the control class, and the test will be carried out at the same time as the A and B experimental classes. When the test is completed in the experimental class, the control class will be tested again at the same time. During the test, a professional teacher used a unified instruction, and the three classes were tested at the same time. During the test, each student is required to fill in truthfully according to the content in the questionnaire.

Methods of statistical analysis: The data collected by data processing is statistically analyzed using SPSS120 software package.

Results: The scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, paranoia, horror, and other 9 factors of the experiment A class decreased after being taught through active vocational education, and the difference was significant. The scores of the five factors of obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, and hostility in Class B of Experiment B decreased after being taught through traditional combined vocational education methods. Class A was different from Class B, and Class B was different from Control. Experiment A The difference between the class and the control class is extremely significant. The statistical results are shown in Table 1.

According to the research, focus on the effectiveness of combining educational psychology with vocational education. With the vigorous development of combined vocational education in colleges and universities across the country, various colleges and universities have opened optional courses or compulsory courses one after another. But after all, universities mainly focus on professional vocational education. The number of vocational education courses combined with educational psychology is small and the content to be taught is large. Therefore, it is necessary to change the vocational education and curriculum thinking in the curriculum, and establish a reasonable curriculum system that combines vocational education. Practice

has proved that the active vocational education curriculum program can effectively improve the psychological quality of students, give full play to their potential, mobilize students' positive strength, tap the students' character advantages, cultivate students to treat others with a positive attitude, establish a positive creative spirit, and be positive Facing the society and one's life with full of vitality.

Table 1. Overall status of students in experimental class a, experimental class b, and control classes (x±s).

Project	Experimental A Class (n = 68)	Experimental B Class (n = 65)	Control class (n = 60)
Satalization	1.33±0.58	1.43±0.58	1.58±0.58
Forced symptoms	1.64±0.46	1.81±0.46	2.12±0.58
Interpersonal	1.65±0.45	1.85±0.45	2.15±0.48
Depression	1.62±0.59	1.72±0.59	1.90±0.59
Anxiety	1.55±0.43	1.69±0.49	1.75±0.43
Horror	1.69±0.40	1.89±0.40	1.62±0.40
Paranoid	1.71±0.57	1.81±0.57	1.73±0.57
Psychiatry	1.80±0.42	1.82±0.42	1.69±0.42
Other	1.59±0.42	1.69±0.42	1.59±0.42

Conclusions: Compare the impact of the two curriculum programs on the psychological quality of students, and provide a scientific basis for the effective development of combined vocational education courses. 68 students who used the Symptom Self-Rating Scale (SCL-90) to conduct courses on the vocational education curriculum program from the perspective of applied educational psychology, 65 students who applied the traditional combined vocational education curriculum program for the courses, and 60 students who did not conduct the course study Comparison of assessments by students. It is concluded that students who have gone through vocational education courses from the perspective of educational psychology are significantly higher than those of traditional vocational education courses (U = 342.2 P < 0.05); the scores of each factor are significantly reduced (U = 312.5 P < 0.05)); The condition of students who have gone through the course is significantly better than that of students who have not attended the course (U = 332.2 P < 0.05). The vocational education curriculum program from the perspective of educational psychology is more effective than the traditional combined vocational education curriculum program; educational psychology Vocational education should be the leading direction of school vocational education in the field of vision.

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THE APPLICATION OF LITERARY PSYCHOLOGY IN SCULPTURE CREATION

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Background: Creativity refers to the ability to use all known information to produce novel and valuable products according to a certain purpose. At present, China is accelerating the construction of an innovative country and must greatly improve its scientific and technological innovation capabilities. Therefore, enhancing creativity is of great significance to individual development and even national rejuvenation.

The creativity of an individual is closely related to its executive function. Literary psychology is an important part of the executive function, which refers to the process or content of the individual in the process of information processing, which suppresses the conflict with the current processing, so as to ensure the smoothness of information processing. The relationship between literary psychology and creative power has always been one of the hotspots of creative power research, and many valuable research results have been obtained. In-depth research on this will help reveal the cognitive processing mechanism of creative power.

In the field of general creative power, researchers have conducted a lot of research on the relationship between literary psychology and creative power, and have achieved some results, but have not yet reached a consistent conclusion. There are currently three main viewpoints: (1) The hypothesis of cognitive disinhibition, which holds that individuals with high creative power have lower levels of literary psychology than individuals with low creative power, and are characterized by high impulsivity, more openness, and

outgoing. Individuals with high creativity increase their dopamine secretion and decrease their serotonin levels, leading to a decrease in their literary psychology; (2) The literary psychology hypothesis holds that high creative individuals have a higher level of literary psychology and can effectively suppress competitive interference information. For example, some studies have found that individuals with strong literary psychology ability score higher on novelty and fluency; (3) the adaptive literary psychology hypothesis, which integrates the viewpoints of the previous two hypotheses, and considers high Individuals with creative power have more flexible literary and artistic psychology capabilities, and can continuously adjust the attention mode according to the nature or progress of the task, so as to realize the flexible allocation of attention resources. In the early stage when creative questions are raised, cognitive disinhibition helps original thinking, but in the later stage, a high level of literary psychology helps the fluency and flexibility of thinking. Research has found that individuals with high creative power have higher literary and psychological skills than individuals with low creative power, and can effectively suppress superior but irrelevant reaction tendencies.

This research explores the influence of literary psychology on the scientific and artistic creativity in sculpture creation, provides empirical support for the hypothesis of perfecting the relationship between literary psychology and creativity, and understands what inhibition conditions are conducive to the exertion of scientific and artistic creativity to provide guidance for the establishment of school science and art education courses.

Subjects and methods: In this experiment, by arranging Simon tasks of different difficulty to consume the cognitive resources of the subjects, and examining the effects of experimental manipulation through lateral inhibition tasks, this experiment explores the influence of literary psychology on scientific creativity. Randomly recruited 77 full-time college students, including 41 boys and 36 girls, with an average age of 20.76±1.48 years old. All subjects were right-handed, with normal or corrected vision, and had never participated in similar experiments before. Give a generous gift after the experiment to express gratitude.

Study design: The experimental design is a single-factor inter-subject design, and the independent variable is the literary psychology level group, which is divided into a high-inhibition level group and a low-inhibition level group. The inconsistent trials in the Simon task completed by the participants in the high-inhibition group accounted for 10% of the total, while the inconsistent trials in the Simon task completed by the participants in the low-inhibition group accounted for 70% of the total. The dependent variable indicators are the total score of the scientific creativity test and the scores of the three sub-dimensions of fluency, flexibility, and originality. After the Simon task was completed, the subjects were asked to immediately evaluate their own fatigue level, which increased from 0 to 100, and then the subjects completed the lateral inhibition task again after resting for 1 minute. Finally, the two groups of subjects completed the scientific creativity test.

Methods of statistical analysis: Use SPSS 17.0 for statistical analysis. Delete data other than the error response, and delete data accounted for 2.21% of the total data.

Results: The evaluation results of the fatigue degree of the subjects in the high and low inhibition level groups. The independent sample t test was carried out on the subjective evaluation scores of the subjects in the high and low inhibition level groups. The results showed high inhibition (*M* = 63.68, *SD* = 20.72) and low inhibition There was no significant difference in the degree of fatigue of subjects in the horizontal group (*M* = 63.59, *SD* = 24.33) after completing the Simon task, indicating that there was no significant difference in the degree of fatigue of the two groups of subjects.

When responding to the subjects in the high and low inhibition level groups, 2 (time: pre-test, post-test) χ^2 (consistency: consistent, inconsistent) χ^2 (inhibition level group: high inhibition level group, low inhibition level group) Repeated measures analysis of variance was performed to analyze the changes before and after the suppression after the Simon task with different conflicting conditions was performed. Since the accuracy rate under each condition exceeds 98.00%, the accuracy rate is no longer analyzed. The statistical results are shown in Table 1.

Table 1. Mean and standard deviation of subject-lateral inhibition task responses in the subjects with high and low inhibition levels.

Time	Inhibition of level groups	Unanimous	Atypism
Pre-test	High inhibitory level groups(*n*=39)	384.99(54.05)	398.08(53.48)
	Low inhibitory level groups(*n*=38)	368.63(41.50)	376.01(44.17)
Post test	High inhibitory level groups(*n*=39)	390.14(43.07)	398.05(48.85)
	Low inhibitory level groups(*n*=38)	388.48(58.00)	406.34(46.81)

The results showed that the main effect of consistency was significant, $F(1,75) = 14.02 < 0.001$, and the

response time of consistent trials was significantly less than that of inconsistent trials, indicating that the subjects had obvious side inhibition interference effects; time The main effect of is significant, $F(1,75) = 12.45$, $P < 0.01$, $n^2 = 0.14$, the response time of the post-test is significantly greater than that of the pre-test; the main effect of the inhibition level group is not significant, $F(1,75) = 0.22$, $P > 0.05$; the interaction between time and inhibition level group is significant, $F(1,75) = 8.26 < 0.01 = 0.10$, simple effect analysis found that there is no difference in response time before and after the test in the high inhibition level group Significant, >0.05; the post-test response time of the subjects in the low-inhibition level group was significantly greater than that in the pre-test, indicating that the decrease in the level of literary psychology caused the subjects' response to slow; the interaction between the consistency and the inhibition level groups was not Significant, $F(1,75) = 0.12 > 0.05$; The interaction between time and consistency is not significant, $F(1,75) = 0.19$, $P > 0.05$; The interaction of the three groups of time, consistency and inhibition level The effect is not significant, $F(1,75) = 1.61$, $P > 0.05$.

Conclusions: Research through 2 experiments to investigate the influence of different levels of inhibition on the scientific and artistic creativity in sculpture creation. By arranging Simon tasks of different difficulty (inconsistent trials accounted for 7 or 10%) to consume the cognitive resources of the subjects, to achieve the level of inhibition of manipulating the subjects, and to evaluate the level of inhibition of the subjects with the pre- and post-test of the side inhibition tasks In the case of changes, experiment 1 and experiment 2 used the scientific creativity test and the paste painting task to measure the scientific creativity and artistic creativity of the subjects in the sculpture creation. The results found that in the scientific creativity test, the fluency and flexibility scores of the subjects in the high-inhibition group were significantly higher than those in the low-inhibition group; in the pasting task, the subjects in the low-inhibition group had higher levels of creativity, cuteness, and likability. The overall impression score and total score were significantly higher than the high inhibition group. It shows that a high level of literary psychology is conducive to scientific creativity, and a low level of literary psychology is conducive to artistic creativity. The influence of literary psychology on scientific creativity and artistic creativity in sculpture creation has a separation effect.

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CULTURAL AND CREATIVE PRODUCT DESIGN OF REGIONAL CULTURAL ELEMENTS BASED ON CONSUMER PSYCHOLOGY

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Background: The in-depth mechanism of the frame effect of different regional cultural elements and the possible boundary conditions have not been discussed in depth. It is not clear under what circumstances the effect will increase or decrease, and this research aims to solve these problems. Existing studies have pointed out that it is human instinct to protect the purity of regional cultural elements. When the symbols of the regional cultural elements of the home country and the symbols of the foreign regional cultural elements are significantly different, if the foreign regional cultural elements are perceived, it may pollute or change the regional cultural elements of the home country, Threatening the integrity and vitality of the regional cultural elements of the home country will trigger the perception of intrusion of regional cultural elements. This means that the existence of the frame effect of different regional cultural elements must meet two conditions at the same time. One is that there are obvious differences between the perceived mother country's regional cultural element symbols and the foreign regional cultural element symbols; the second is the perception that foreign regional cultural elements may be polluted. Or change the regional cultural elements of the home country. Based on this, we propose two moderating variables for the frame effect of different regional cultural elements. One is the focus of consumer comparison, that is, whether the consumer's attention is focused on the difference or similarity between the symbols of different regional cultural elements. This will affect the perceived difference between the regional cultural element symbols of the home country and the foreign regional cultural element symbols; the second is the different interpretation strategies of the company, that is, whether the company uses relationship interpretation or attribute interpretation for different regional cultural element frameworks, which will Affect the degree to which consumers' perception of foreign regional cultural elements change the regional cultural elements of the home country. To sum up, this research will be based on the perspective of corporate marketing communication, adopting framework theory, in-depth exploration of the influence of different cultural

framework strategies on the design of cultural and creative products of regional cultural elements, and will focus on testing the focus of consumer comparison and the different interpretation strategies of enterprises. Regulation effect.

Subjects and methods: 279 undergraduates (boy = 134, girl = 145; average age 19.80) were recruited from a provincial liberal arts college to participate in the experiment, and they were randomly assigned to 2 (dual regional cultural element framework strategy: 6 of the design between groups of foreign regional cultural elements-home country regional cultural elements vs. Home country regional cultural elements-foreign regional cultural elements) X^3 (consumer comparison focus: similarity focus vs. difference focus vs. control group) Among the experimental group.

Study design: Consumers' cultural identity and the perceived creativity of regional cultural elements and cultural and creative products will affect the evaluation of regional cultural elements and cultural and creative products. Therefore, we have the level of recognition of regional cultural elements and cultural and creative products of regional cultural elements. The perception of creativity was measured. Specifically, the regional cultural element identity scale, in which the identity measurement of Chinese regional cultural elements includes all five items, but the identity measurement of American regional cultural elements only retains three of the items, and excludes them. "Being an American is important to me" and "Being an American makes me proud" two items, because the subjects are all Chinese (1 = strongly disagree, 7 = Very much agree). As for the perceived creativity of cultural and creative products with regional cultural elements, the scale used measures the subject's perceived creative design of cultural and creative products with regional cultural elements through a 7-point scale of two items. They are "this cultural and creative product is very creative" and "this cultural and creative product is very new to me" (1=strongly disagree, 7=strongly agree). Finally, we also collected the sex and age information of the subjects.

Methods of statistical analysis: Using SPSS 11.5 software, the independent sample t test was used to compare the baseline and post-intervention results between the two groups, and the paired t test was used to compare the baseline difference between the two groups and the post-intervention difference and calculate the effect size.

Results: Reliability analysis and manipulation inspection. Through the analysis of 279 survey sample data, it is found that cultural and creative product design, perception of regional cultural element invasion, home country/foreign regional cultural element symbolicity, home country regional cultural element identity, and creative design scale Cronbach a of 0.92, 0.91, 0.82, 0.89, 0.92, and 0.85, respectively. Among them, the Cronbach a value of the foreign regional cultural element identity scale after excluding the item "I belong to the American regional cultural element" is 0.85, which exceeds the acceptance standard of 0.70 is reached, which shows that the seven measurement scales have good reliability. For the focus control check, we averaged the design of the four groups of objects to form a perceptual similarity score. A higher score indicates a higher level of perceptual similarity. A one-way analysis of variance on this score revealed a significant main effect of comparison focus (F (2,276) = 26.09, P < 0.001). Specifically, subjects in the similarity focus group were compared with those in the difference focus group. Try to report a significantly higher perceived similarity score (M similarity group=3.93, SD=1.15 M difference group = 2.72, SD = 1.13, t (183) = 7.26, P < 0.001, Cohen's d = 1.07) Similarly, subjects in the similarity focus group also reported higher perceived similarity scores than those in the control group (M similarity group = 3.93, SD = 1.15 vs. M control group = 3.26, SD = 1.16 liters (184) = 3.99, P < 0.001, Cohen's d = 0.59). This shows that the manipulation of the comparative focus is successful. The product evaluation under different elements is shown in Figure 1. in order to test the moderating effect of consumers' comparative focus, cultural and creative product design conducted a two-factor analysis of variance of 2 (binary regional cultural element framework strategy) X^3 (consumer comparison focus). The results not only revealed. The main effect of the dual regional cultural element framework strategy (F (1,273) = 24.08 P < 0.001), and also reveals the significant interaction between the dual regional cultural element framework strategy and the focus of consumer comparison (F (2,273)) = 7.19, P < 0.01).

Conclusions: The regional cultural element cultural and creative products involve the simultaneous presentation of the regional cultural elements of different countries, which may cause the integrity and vitality of the home country's regional cultural elements to be threatened, triggering foreign regional cultural elements to invade the home country's regional cultural elements and reduce the perception of the home country's regional cultural elements. Consumer's cultural and creative product design. This research starts from the perspective of the marketing and communication of cultural and creative products with regional cultural elements, and on the basis of previous studies, explores how the adoption of different information presentation framework strategies will affect consumers' perception of regional cultural element invasion and affect their perception of regional culture. The design of elemental cultural and creative products, and focused on exploring its possible two boundary conditions, that is, the focus of comparison of consumers and the different interpretation strategies of enterprises. The results of the two experiments not only once again verified the research conclusions drawn by the predecessors, that is, when

the regional cultural element cultural and creative products adopt the framework strategy of "foreign regional cultural elements-mother country regional cultural elements", consumers will produce foreign regional cultures. The elements have changed the perception of the regional cultural elements of the home country, resulting in consumers' design of cultural and creative products being significantly lower than the framework strategy of adopting "the regional cultural elements of the home country-foreign regional cultural elements", in which the intrusion of the perceived regional cultural elements plays a completely intermediary role. effect. More importantly, the in-depth revealing of the above-mentioned different regional cultural element framework effects only exists when the difference in the focus of consumers is initiated and the company adopts the attribute interpretation strategy, and when the initiation is the similarity of consumers This effect will disappear when the company adopts relational interpretation strategies and sexual focus. This research not only deeply analyzes the internal mechanism that triggers consumers' repulsive reactions to the phenomenon of regional cultural elements, but also expands the universality of previous research conclusions. It also provides useful information for the marketing and promotion of cultural and creative products with regional cultural elements. Practical enlightenment.
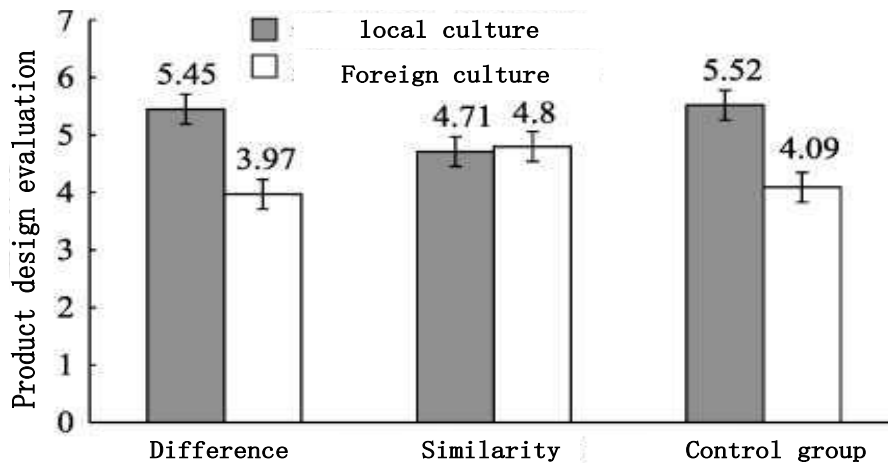
Figure 1. Product design evaluation under the different elements.

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INTELLECTUAL PROPERTY PROTECTION STRATEGIES FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: With the increasing emphasis on intellectual property issues from the perspective of cognitive psychology, psychoanalysis rooms have been established in various places to carry out various forms of cognitive psychology education activities, which promoted the improvement of students' psychological quality and achieved good results. However, some problems appeared in the process: the privacy of the holder was leaked, and the results of psychological analysis were abused. How to protect the owner's property rights is a problem that needs to be solved urgently in front of every intellectual property protection agent from the perspective of cognitive psychology. This article discusses the protection strategy of intellectual property from the perspective of cognitive psychology, hoping to provide a reference for the protection of intellectual property from the perspective of Chinese cognitive psychology.

To carry out intellectual property analysis from the perspective of cognitive psychology, the agent must fully understand which property rights the intellectual property has, and should explain these property rights to the intellectual property (including their families). At the same time, the agent must also be familiar with the protection strategy of intellectual property rights.

Legally speaking, "consent" means a wise and voluntary acceptance decision made on the basis of having sufficient sources of information. Therefore, if you want to conduct a psychological analysis or adjustment of intellectual property rights, the agent must make a request to the intellectual property rights regarding the process of psychological analysis or adjustment, the benefits and risks generated, the autonomy of the holder, and the limitations of the analysis or adjustment. A truthful, accurate, and fully understandable explanation will allow them to make a decision whether or not to accept psychological analysis or adjustment.

In terms of whether intellectual property rights have the ability to "consent" to accept psychological analysis or adjustments, there are large differences in the statutory requirements between cities, but each city basically recognizes that those intellectual property rights that do not meet the legal requirements are generally determined by property rights. The owner or legal holder makes a decision for him. If the government believes that the property owner or legal holder has failed to reflect their best interests, the government has the right to make decisions that are contrary to the wishes of the property owner or legal holder. Decide. In addition, the law also provides for exceptions that do not require the holder's opinion and the intellectual property rights themselves choose whether to "consent" to accept psychological analysis or adjustment, such as psychological analysis or adjustment required by the court, or under special circumstances.

In order to protect the property rights of intellectual property rights, the agent needs to sign a written agreement with him before starting the psychological analysis or adjustment of the intellectual property rights. If the intellectual property rights have not yet met the legal requirements, the agent must also obtain the written consent of the property owner or other legal holders.

Subjects and methods: In this experiment, by arranging property rights protection tasks of different difficulty, consuming cognitive resources of subjects, and testing the effects of experimental manipulation through side protection tasks, this experiment explores the influence of cognitive psychology on policy protection strategies. Randomly recruited 77 full-time college students, including 41 boys and 36 girls, with an average age of 20.76 ± 1.48 years old. All subjects were right-handed, their vision strategies or corrective vision strategies were normal, and they had never participated in similar experiments before. Give a generous gift after the experiment to express gratitude.

Study design: The experimental design is a single-factor inter-subject design, and the independent variable is the cognitive psychology level group, which is divided into a high protection level group and a low protection level group. The inconsistent trials completed by the subjects of the high protection level group accounted for 10% of the total trials, while the inconsistent trials completed by the subjects of the low protection level group accounted for 70% of the total trials. The dependent variable indicators are the total score of the policy protection strategy test and the scores of the three sub-dimensions of notarization, standardization and confidentiality. After the completion of the property rights protection task, the subjects were required to immediately evaluate the professional level of the agent, which increased from 0 to 100, and then the subjects completed the side protection task again after 1 minute rest. Finally, two groups of subjects completed the policy protection strategy test.

Methods of statistical analysis: Use SPSS 17.0 for statistical analysis. Delete data other than the error response, and delete data accounted for 2.21% of the total data.

Results: The evaluation results of the professional degree of the subjects in the high and low protection level groups. The subjective evaluation scores of the subjects in the high and low protection level groups were subjected to independent sample t-test, and the results showed high protection ($M = 63.68$, $SD = 20.72$) and low protection The level group subjects ($M = 63.59$, $SD = 24.33$) had no significant difference in professional degree after completing the task of property rights protection, $(75) = 0.02$, > 0.05, indicating that there was no significant difference in the professional degree of the two groups of subjects.

2 (time: pre-test, post-test) χ^2 (consistency: consistent, inconsistent) χ^2 (protection level group: high protection level group, low protection level group) Repeated measurement analysis of variance to analyze the changes before and after the protection of property rights under different conflicting conditions. Since the accuracy rate under each condition exceeds 98.00%, the accuracy rate is no longer analyzed. The statistical results are shown in Figure 1.

It was found that the main effect of consistency was significant, $F(1,75) = 14.02$, $P < 0.001$, and the response time of consistent trials was significantly less than that of inconsistent trials, indicating that the subjects had obvious side protection interference effects; time The main effect of $F(1,75) = 12.45$, $P < 0.01$, $n_2 = 0.14$, the reaction time of the post-test is significantly greater than that of the pre-test; the main effect of the protection level group is not significant, $F(1,75) = 0.22$, $P > 0.05$; the interaction between time and protection level group is significant, $F(1,75) = 8.26$, $P < 0.01$, simple effect analysis found that the high protection level group has no difference in response time before and after the test. Significantly; the post-test response time of the subjects in the low-protection level group was significantly greater than that of the pre-test, indicating that the decrease in cognitive psychology level led to the slower response of the subjects; the interaction between the consistency and the protection level group Not significant, $F(1,75) =$

0.12, *P* > 0.05; The interaction between time and consistency is not significant, *F*(1,75) = 0.19, *P* > 0.05; Time consistency and protection level group of three. The interaction is not significant, *F*(1,75) = 1.61, *P* > 0.05.
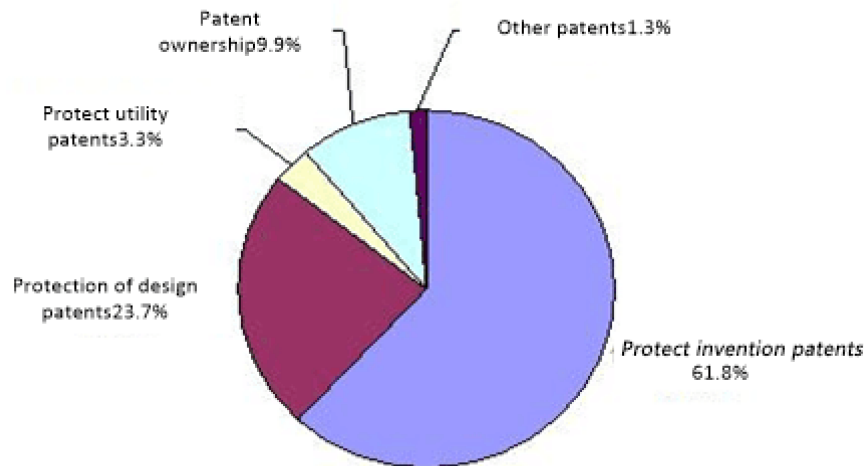
Figure 1. Mean and standard deviation of subject-side protection task responses in groups with high and low protection levels.

Conclusions: Research through experiments to examine the impact of different levels of protection on policy protection strategies and cultural protection strategies in intellectual property protection. By arranging property rights protection tasks of different difficulty (inconsistent trials accounted for 7 or 10%) to consume the cognitive resources of the subjects, to achieve the protection level of the manipulated subjects, and to evaluate the changes in the protection level of the subjects by the pre- and post-test of the side protection tasks According to the situation, the policy protection strategy and cultural protection strategy in the intellectual property protection of the subjects were measured by the policy protection strategy test and the pasted patent task. The results found that in the policy protection strategy test, the notarization and standard scores of the subjects in the high protection level group were significantly higher than those in the low protection level group; in the task of pasting patents, the protection, infringement degree, The overall impression score and total score were significantly higher than the high protection level group. It shows that a high level of cognitive psychology is conducive to policy protection strategies, and a low level of cognitive psychology is conducive to cultural protection strategies. Cognitive psychology has a separation effect on the influence of policy protection strategies and cultural protection strategies in intellectual property protection.

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THE TEACHING PRACTICE OF CHILDREN'S DANCE FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

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Background: In view of the shortcomings of the lecture-style teaching model, the special subject attributes of behavioral psychology, and the insufficiency of behavioral psychology teaching methods, the positioning of behavioral psychology teaching reform should be found under the premise of further optimizing classroom teaching. A variety of resources inside and outside the school, combined with a variety of methods and means, actively mobilize the subjective role of teachers and students, which can not only give full play to the advantages of the classroom teaching system in imparting theoretical knowledge, but also give full

play to practical activities to improve students' emotions and values Advantages of teaching mode.

The children's dance teaching model aims at cultivating students' comprehensive quality. It can be combined with different disciplines to form specific educational goals. The establishment of training goals in the children's dance teaching mode should follow the four principles of combining teaching and educating, combining knowledge and cultivating ability, combining teaching and scientific research, and combining theory and practice. Analyzing the principles of designing the training objectives of the children's dance teaching model, it is found that the model emphasizes both the cultivation of basic knowledge and the cultivation of morality, which is exactly in line with the teaching requirements of behavioral psychology. Therefore, hypothesis 1 is proposed to use children's dance-style teaching model for behavioral psychology teaching can achieve the dual goals of behavioral psychology teaching.

The children's dance teaching model has a complete theoretical framework and clear goals, which can well cultivate students' subject knowledge and emotional values. It has been fully applied and promoted in pedagogy-related disciplines in domestic and Japanese universities. Based on the teaching effect achieved by the children's dance teaching model, it can be introduced that the children's dance teaching model applied to behavioral psychology teaching can improve children's theoretical knowledge of behavioral psychology; the children's dance teaching model applied to behavioral psychology teaching can improve children's attitudes and emotions and values.

Subjects and methods: Randomly select two classes of students who voluntarily take this course. One was used as the experimental group, and one was used as the control group. All students (232 students) are from a certain undergraduate child, aged between 5 and 8 years old, with an average age of 6.84±0.65. Among them, 56 are boys and 176 are girls. There were 102 people in the practice group and 130 people in the control group. There was no significant difference between the average age of the practice group (18.72±0.69) and the average age of the control group (18.94±0.61) ($t = 2.49$, $d = 0.17$).

Study design: Choose self-compiled exam questions as a measure of knowledge mastery. The test questions include noun explanations, short answers and essays. The questions are divided into A and B volumes. The difficulty of the two volumes (A volume is 0.84, and the B volume is 0.85) and the degree of discrimination (A volume is 0.39, B volume is 0.35). The reliability of volume A is 0.77, and the reliability of volume B is 0.79. The school standard is based on the ideological and ethical accomplishment and legal foundation scores. The correlation validity of the A-volume school-standard is 0.55, and the B-volume is 0.56. The difficulty, discrimination, a reliability, and calibration correlation validity of using the two volumes are all acceptable, and the indicators of the two volumes are relatively close. The same teacher is used to mark the test papers, and the grading teachers intensively review the papers. The same standards are used in the process of reviewing the papers to ensure the reliability of the scorers. "Children's Life Satisfaction Scale" (contains two dimensions of objective satisfaction and subjective satisfaction. Objective satisfaction includes 5 items. The sixth item is subjective satisfaction. All items are scored at 7 levels. There are 5 objective satisfaction items in the questionnaire The correlation between the score and the total objective satisfaction score is above 0.45, the correlation between the total objective satisfaction score and the total satisfaction score is 0.74, and the correlation between the subjective satisfaction score and the total satisfaction score is 0.93. The test-retest reliability of 6 items is in Between 0.69 and 0.84. The objective score, subjective score and total score of the scale are associated with SCL-90's calibration validity of 0.3. Questions 1, 3, and 5 are reverse scoring, and 2, 4, and 6 are positive. The higher the total score of the questionnaire, the higher the life satisfaction of the subjects.

Methods of statistical analysis: All data were analyzed and processed using SPSS for windows 18.0.

Results: Analysis of variance, the results found that the main effect of time is significant ($F = 12538.52$, $P < 0.001$), indicating that there are significant differences in performance at different time points. The interaction between time and group is significant ($F = 4.63$, $P < 0.05$), which shows that there are significant differences between the two groups at different time points.

In the simple effect analysis, the results of the group dimension found that the practice group ($F = 5754.27$, $P < 0.001 = 0.962$; M before practice = 0.26, M after practice = 82.69) and the control group ($F = 6788.88$, $P < 0.001$, $n = 0.967$; M before control = 0.35, after Lu control = 79.65) After receiving the teaching, the grades have improved significantly. In the time dimension, there was no difference in the pre-test scores between the two groups of subjects ($F = 0.45$, $P > 0.05$), but the final total score of the practice group was significantly higher than that of the control group ($F = 4.35$, $P < 0.05$; M practice = 82.69, M control = 79.65). This shows that after the children's dance teaching, the final total score has been significantly improved, and the practice group is higher than the control group. From this, it has been verified that the children's dance teaching model can improve the knowledge of behavioral psychology. The specific statistical results are shown in Table 1.

Conclusions: Using the practice group control group pre-test design to carry out repeated measures analysis of variance and mediating effect test on 232 children, to examine the effect of behavioral psychology teaching on the students' behavioral psychology knowledge, attitudes, emotions, and values

under the children's dance teaching mode. The results showed that: (1) Children's dance teaching mode can significantly improve children's knowledge of behavioral psychology; (2) Children's overall happiness, positive values, and life satisfaction are maintained under the children's dance teaching mode; (3) In the children's dance teaching model, children's personal values use life satisfaction as a part of the mediation to promote the formation of overall happiness and to promote the teaching goals. It can be seen that the children's dance teaching model can achieve the dual goals of behavioral psychology education and emotional training.

Table 1. Mean variance statistics for the different groups.

Project	Test group	Number of people	Mean(M)	Variance (SD)
Pre-test of life satisfaction	Control group	29	31.86	3.80
Post-test of life	Practice group	52	28.98	5.40
Pre-test of overall happiness	Control group	29	25.55	5.32
Overall happiness after	Practice group	52	28.88	3.47
Before the test of personal values	Control group	46	72.54	10.54
	Practice group	83	71.31	6.21
Pre-test of life satisfaction	Control group	46	70.91	10.41
	Practice group	83	74.78	8.71
Pre-test of overall happiness	Control group	85	28.24	9.19
Overall happiness after	Practice group	77	28.68	8.84
Before the test of personal values	Control group	85	25.58	8.89
	Practice group	77	31.94	9.24

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INNOVATIVE RESEARCH ON IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Establishing a preventive crisis intervention mechanism for college students, changing from solving psychological crises to preventing psychological crises, eliminating the problem in the bud, can better help college students with serious psychological problems to overcome psychological difficulties. Therefore, try to adopt a model of combining ideological and political education and comprehensive psychological intervention for impoverished college students, prevent and guide early, establish an intervention system, quickly control the psychological crisis that may occur in college students, and effectively mobilize, coordinate, and integrate School forces conduct crisis intervention to promote the healthy growth of college students and cultivate their sound personality. This research is just under this background for preliminary practical exploration.

Subjects and methods: Subjects selected 189 college students in school-based, specialist clinical medicine, nursing, cosmetology, Chinese medicine and other majors from a university, including 85 males and 104 females. They were randomly divided into control and experimental groups, with 95 experimental groups. There were 94 people in the control group. The two groups of students had no statistical significance in terms of birthplace, gender, department, ethnicity and main life.

Study design: The evaluation method adopts the SCL-90 clinical symptom self-rating scale introduced and revised by Wu Wenyuan of Shanghai Railway Institute. According to the results of Derogates et al., the validity coefficient of each symptom of SCL-90 is between 0.77 and 0.90. The scale contains a total of 90 items, and each item is scored at 5 levels. 1 means no, indicating that there is no such symptom; 2 means mild, indicating that there is this symptom, but the performance is infrequent and not serious; 3 means moderate, indicating that there is this symptom, and the degree is mild to moderate; 4 means equivalent Severe, indicating that this symptom often occurs, and the degree is moderate to severe; 5 means severe, indicating that this symptom often occurs, and the frequency and degree are very serious. The main statistical indicators are 9 symptom factors. Each factor reflects the symptoms and pain of college students in a certain aspect. The

characteristics of the symptom distribution can be understood through factor scores. Strictly follow the instruction of the scale and adopt the group test on a class basis.

Methods of statistical analysis: All data of statistical analysis survey results are processed by SPSS10.0 software for descriptive statistical analysis, and U test statistics are used.

Results: Test and data entry, psychological test was conducted in the first week of school, 5 17 questionnaires were distributed in the first test, 324 non-major students, 193 major students, 5 17 questionnaires returned, 5 10 valid questionnaires (321 non-majors and 189 majors), with an effective rate of 98.65%; Phase 2: Divide 189 majors into 2 groups, namely the experimental group and the control group, and conduct an uninterrupted semester on the experimental group Ideological and political education and systemic psychological intervention, the control group was not given any intervention measures; Phase 3: At the end of the semester, the experimental group and the control group were tested for the second time, 189 questionnaires were issued for the second test, and 189 questionnaires were returned. Among them, there are 187 valid questionnaires, with an effective rate of 98.94%.

The comparison of the average scores of SCL-90 symptom factors between professional and non-professional students is shown in Table 1. The average score of each factor of SCL-90 of the college professional students of our school is significantly higher than that of non-major students, that is, the mental health level of college students is low. For non-major students, especially in somatization, compulsion, hostility, depression, anxiety, paranoia and psychotic factors, the difference is statistically significant ($P < 0.01$), indicating that the level of professional students' mental health is relatively poor. There is no statistically significant difference between horror and interpersonal sensitivity factors and non-major students. The statistical image is shown below.

Table 1. Comparison of SCL-90 factors between major experimental group before and after intervention ($\pm$s).

Scl-90	Before intervention		After the intervention	
	Experimental Group (*n*=95)	Control group (*n*=94)	Experimental Group (*n*=95)	Control group (*n*=94)
Satalization	1.67±0.41	1.69±0.43	1.53±0.39*	1.68±0.41δδ
Forced	2.08±0.63	2.06±0.61	1.89±0.58*	2.07±0.63λ
Human sensitivity	1.96±0.65	1.97±0.63	1.78±0.61*	1.98±0.59λ
Depression	1.93±0.52	1.91±0.54	1.72±0.47**	1.92±0.53λλ
Anxiety	1.87±0.53	1.85±0.52	1.69±0.49*	1.84±0.45λ
Enemy	1.95±0.48	1.99±0.49	1.68±0.52**	1.97±0.56λλ
Horror	1.52±0.63	1.53±0.61	1.33±0.52*	1.55±0.59λλ
Paranoid	1.78±0.75	1.79±0.73	1.54±0.67*	1.81±0.71λλ
Psychiatry	2.45±0.62	2.48±0.64	2.38±0.56	2.51±0.67

Conclusions: Research on the evaluation of the mental health status of college students by combining ideological and political education and educational psychology intervention, and provide a basis for psychological intervention of college students. Randomly divide 189 school-based and junior college students from a university into a control group and an experimental group. The experimental group was subjected to 1 semester of uninterrupted ideological and political education and educational psychology intervention, and the Symptom Self-Rating Scale (SCL-90) was used before and after the intervention. Conduct a mental health questionnaire assessment. The mental health of college students in the experimental group has been significantly improved after education intervention. The comparison of the factors in the experimental group before and after intervention, the comparison between the experimental group and the control group, statistically significant differences ($P < 0.05$, $P < 0.01$). The mental health level of the experimental group was significantly higher than that of the control group. The combination of ideological and political education and comprehensive psychological intervention measures can significantly improve the level of mental health of college students.

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THE INFLUENCE OF UNIVERSITY TEACHERS' ATTITUDES ON THE ALLEVIATION OF STUDENTS' ORAL ENGLISH ANXIETY UNDER THE BACKGROUND OF EDUCATIONAL

PSYCHOLOGY

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Background: A large number of previous research results on the impact of teachers' teaching attitudes on students show that teachers' teaching attitudes have a significant impact on students' oral English motivation and English performance. However, the early research on teacher effectiveness mainly focused on the aspect of teacher's teaching effectiveness. In recent years, a large number of researches have extended teacher's teaching attitude to a wider range of tasks including teaching, teaching and interpersonal. Similar to the role of teachers' teaching attitude, it is not difficult to imagine that the teaching attitude of college teachers is an important factor in the formation of a good class environment. College teachers with high class teaching attitudes are undoubtedly easier to create an orderly and disciplined oral English environment, so that students have more active oral English anxiety, and it is easier to form a good oral English atmosphere in the class. In view of the current situation of education in my country, in addition to the teaching tasks of ordinary class teachers, the work of the class teacher is also responsible for class teaching and teaching students how to behave. Therefore, the class teaching ability of the class teacher affects all aspects of students to a certain extent. Performance. Primary school teachers have more contact with students than middle school head teachers, so the impact on students may be more obvious. Therefore, the teaching effectiveness of the class teacher will undoubtedly affect the oral English atmosphere and environment of a class to a certain extent, thereby affecting the students' oral English habits and English oral anxiety. Therefore, investigating the impact of college teachers' classroom teaching effectiveness on students' oral English anxiety can not only further promote the theory of teaching attitudes in theory, but also help guide college teachers' work practices.

To sum up, this article aims to investigate the impact of college teachers' class teaching effectiveness as a class feature on students' oral English anxiety, as well as its moderating effect on the relationship between academic effectiveness and English oral anxiety.

Subjects and methods: 109 classes from 28 primary schools in 9 schools in City A and 19 schools in Province B were selected. A questionnaire survey was conducted among college teachers in these 109 classes and the corresponding 3066 students from grades three to six. Among the surveyed college teachers, 4 male teachers accounted for only 3.7%, and 105 female teachers accounted for 96.3%. The teaching age of teachers ranges from 1 to 33 years, with an average of 13.51 years and a standard deviation of 73 years. Among the 3,066 students, girls accounted for 51.9% and boys accounted for 48.1%; there were 707, 648, 886, and 825 students from grades three to six.

Class teaching effectiveness of college teachers adopts the old "Primary School Teachers' Teaching Attitudes Questionnaire", which is composed of 16 items, and the score ranges from 1(completely incapable) to 10 (fully capable). The internal consistency reliability of is 0.90.

Study design: Because students' academic efficacy and oral English anxiety describe individual characteristics of students, they are variables at the individual level of students. Students are nested in the class, and the characteristics of the nesting of the data itself should be considered when performing data analysis. The multi-layer linear model can analyze the relationship between variables at different levels under more reasonable assumptions. Therefore, this article mainly uses the multi-layer linear model to investigate the relationship between variables. For a detailed explanation of this method, you can refer to monographs in this area. According to the design model in the article, it analyzes the influence of college teachers' class teaching effectiveness on students' oral English anxiety and the moderating effect on the relationship between students' academic effectiveness and the variables of oral English anxiety.

Methods of statistical analysis: Multi level analysis method is used to analyze the above-mentioned defined model, statistical analysis software HLM5.04.

Results: The average class teaching effectiveness of 109 college teachers is 9.18, the standard deviation is 1.00, there is no difference between grades, the third and fourth grades $M = 9.25$, $SD = 0.74$; the research results show that in different classes, students' oral English anxiety, there are significant differences between spoken English methods and spoken English skills. The variation of class level explains 32.9%, 30.9% and 28.1% of the total variations of spoken English anxiety, spoken English methods and spoken English skills, respectively. After controlling the gender of the students, the academic performance of the students is related to oral English anxiety ($O = 3.66$, $se = 0.25$, $t = 14.39$), English oral methods ($Y_{20} = 4.34$, $se = 0.25$, $t = 17.25$) and English oral skills ($Y_d = 4.56$, $se = 0.27$, $t = 16.78$) have significant predictive effects. Students with high academic attitudes tend to have more active oral English anxiety, better oral English methods and techniques. In addition, the analysis of gender influence shows that girls are anxious in oral English ($Y_{10} = -2.73$, $se = 0.29$, $t = -9.39$), oral English methods ($Y_{10} = -2 46$, $se = 0.25$, $t = -8.45$) and the scores of oral English skills ($Y_{10} = -2.07$, $se = 0.37$, $t = -5.61$) were significantly higher than those of boys. The parameter estimation

results of the influence of the director's class teaching attitude on the intercept and gradient between the first-level classes are shown in Table 1.

Table 1. Parameter estimation results of the influence of head teacher class teaching attitude on intercept and gradient between the first levels.

| Dependent | Variable | Predictive | Fixed portion | | |
			Estimated value	Standard error	t
Oral English	Intercept	Teaching grate	0.31	0.15	2.06[*]
		Teaching	4.14	1.65	2.51[*]
	Gradient	Teaching grate	0.07	0.03	2.60[**]
		Teaching	-0.76	0.39	-1.98[*]
Oral English	Intercept	Teaching grate	0.22	0.16	1.40
		Teaching	4.06	1.17	3.48[**]
	Gradient	Teaching grate	0.06	0.03	1.95
		Teaching	-0.74	0.26	-2.83[**]
English	Intercept	Teaching grate	0.24	0.18	1.52
		Teaching	2.88	1.35	2.13[*]
	Gradient	Teaching grate	0.06	0.03	1.82
		Teaching	-0.42	0.28	-1.49

Conclusions: The research verifies the hypothesis that the classroom teaching attitude of college teachers has a positive predictive effect on students' oral English anxiety, and it has a moderating effect on the relationship between students' academic efficacy and English oral anxiety. Through a questionnaire survey of 109 classes of college teachers and 3066 primary school students in grades three to six, the analysis results of the multi-level linear model (HLM) show that: (1) Students' oral English anxiety and oral English are controlled when the gender influence of students is controlled. There are significant differences in class level between methods and spoken English skills; student academic effectiveness has a significant predictive effect on students' spoken English anxiety, spoken English methods and spoken English skills, and there are significant differences in class level in the intensity of this influence. (2) Under the influence of controlling the grades taught by teachers, the level of classroom teaching effectiveness of college teachers has a significant predictive effect on students' oral English anxiety, English speaking methods and English-speaking skills. Classes with high teaching attitudes of college teachers, Students' oral English anxiety is more active; (3) College teachers' classroom teaching attitude has a significant moderating effect on the relationship between students' academic efficacy and students' oral English anxiety and oral English methods. The weaker the impact on oral English anxiety and oral English disorder, on the contrary, the lower the teaching attitude of college teachers, the greater the impact of students' academic attitude on oral English anxiety.

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THE COMBINATION OF COGNITIVE PSYCHOLOGY AND CREATIVE THINKING ABILITY OF ART DESIGN

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Background: As an important individual difference variable, cognitive style has received extensive attention from researchers. Cognitive style refers to the preferred and habitual way in which individuals organize and represent information. In the discussion of the relationship between cognitive style and creativity, previous studies tend to link innovative thinking ability with field-independent cognitive style. However, it is not that a certain cognitive style helps or a certain cognitive style does not help. Creativity, but the combination of different cognitive styles and thinking processes determines the difference in creative thinking ability. Because individuals with different cognitive styles rely on different internal and external reference methods, field-independent individuals rely more on their own internal references and are less susceptible to the influence and interference of external factors; field-dependent individuals rely more on

external references from the surrounding environment, his artistic inspiration is more derived from the external environment and unrelated factors. Therefore, the level of artistic creativity of field-dependent individuals may be more affected by cognitive psychology, and higher inhibitory control will promote their creative inspiration to become poor. This research will introduce cognitive style to explore whether it will have a moderating effect on the relationship between cognitive psychology and artistic creative thinking ability.

Based on this, this study uses the random action generation test and the pasted drawing test to explore the influence of cognitive psychology on the ability of artistic creative thinking, and uses the mosaic pattern test to explore the moderating effect of cognitive style in it. The research hypothesis is: there is a negative correlation between cognitive psychology ability and artistic creative thinking ability; cognitive style has a moderating effect on the relationship between the two. Because the creative inspiration of field-independent individuals mainly comes from internal resources, their artistic creative thinking ability is less affected by cognitive psychology; on the contrary, the artistic creative thinking ability of field-dependent individuals is affected by cognitive psychology ability Larger.

Subjects and methods: 114 college students (49 boys and 69 girls) participated in this experiment. The age range was 17-25 years old, and the average age was 20.25 ± 1.85 years old. All subjects were naked or had normal corrected vision, without any language and hearing impairment, and had not participated in similar tests or experiments. Give a small gift after the experiment is over.

Study design: The scorer is required to rate each work from 7 dimensions. The scoring dimension refers to the following 7 dimensions: 1. The degree of creativity (the degree of creativity of the work); 2. The degree of cuteness (how much you like the work); 3. Imagination level (the richness of the author's imagination); 4. Artistic level (the artistry of the work); 5. The degree of precision (the degree of perfection of the work for details); 6. Communication (the level of describing the language content of the work); 7. Comprehensive impression (your comprehensive evaluation of the work). The scale used for scoring is the Likert 7-point scale, the highest score for creative thinking ability is 7 points, and so on, the lowest score is 1 point.

Methods of statistical analysis: Using SPSS 11.5 software, the independent sample t test was used to compare the baseline and post-intervention results between the two groups, and the paired t test was used to compare the baseline difference between the two groups and the post-intervention difference and calculate the effect size.

Results: In order to more clearly reveal the moderating effect of cognitive style on the relationship between cognitive psychology ability and artistic creative thinking ability, we selected the field independent tendency group (average score more than one standard deviation) and the field dependence tendency group (average score) The following one standard deviation) two groups, through a simple slope test to further analyze the moderating effect of cognitive style on the relationship between cognitive psychology and artistic creative thinking ability. According to the regression equation, the prediction of the cognitive psychology ability for the artistic creative thinking ability of the individual in the field-dependent and field-independent cognitive style of the tendency is calculated respectively. After testing, the slopes of the two regression lines are in the degree of creativity ($t = 2.269$, $df = 40$, $P < 0.05$), imagination ($t = 2.448$, $df = 40$, $P < 0.05$) and communication ($t = 3.052$, $df = 40$, $P < 0.01$) There are significant differences in the three dimensions. The degree of creativity ($0 = -0.463$, $P = 0.023$) of the cognitive psychology ability of the field-dependent group on the creative thinking ability of art (Table 1), the level of imagination ($0 = -0.484$, $P = 0.017$), communication ($0 = -0.628$, $P = 0.001$). The three dimensions can play a significant negative predictive effect; the cognitive psychology ability of the field-independent group has no significant predictive effect on the various dimensions of artistic creative thinking ability.

The results of this study show that the relationship between cognitive psychology and innovative thinking ability may be different in different fields. Cognitive psychology ability has a negative predictive effect on artistic creative thinking ability. However, in the field of scientific innovative thinking ability, individuals with high scientific innovative thinking ability show stronger cognitive psychology ability. Because the cognitive psychology research paradigm adopted by different researches is different, it is difficult to directly draw the root cause of the differences between the research results. Regarding the relationship between scientific creative thinking ability and artistic creative thinking ability, previous views are mostly speculative or empirical descriptions, and there is still a lack of empirical research. Future research can adopt a unified inhibitory task, design a sophisticated experimental paradigm, and directly study the mediating role of the field in the relationship between cognitive psychology and innovative thinking ability, as well as the specific performance differences of the relationship between the two in different fields.

Conclusions: Taking 114 college students as the subjects, the Mittenecker pointing test and the pasting task were used to investigate the relationship between cognitive psychology ability and artistic creative thinking ability, and the mosaic pattern test was used to investigate the moderating effect of cognitive style in it. The research results show that: (1) There is a negative correlation between cognitive psychology ability

and artistic creative thinking ability. Cognitive psychology can play a significant negative predictive effect on the individual's degree of creativity, communication level and comprehensive impression of artistic creation., It can play a marginal and significant negative predictive effect on the cuteness and imagination level of individual artistic creation; (2) Cognitive style plays a moderating role in the relationship between cognitive psychology ability and artistic creative thinking ability, which is mainly manifested as Cognitive psychology ability has a significant predictive effect on the creativity, imagination, and communication level of field-dependent individuals, but has no predictive effect on the artistic creative thinking ability of field-dependent individuals.

Table 1. Test of cognitive style on the relationship between cognitive psychology ability and artistic innovative thinking ability.

Dimensio N	Change Quantity	First step			Second step			Third step		
		B	SE	0	B	SE	0	B	SE	0
The degree of creation	Gender	0.06	0.09	-0.08	-0.06	0.09	-0.07	-0.04	0.09	-0.06
	Age	0.03	0.04	0.08	0.03	0.04	0.09	0.04	0.04	0.11
	Cognitive style	-	-	-	0.08	0.07	0.10	0.07	0.07	0.10
	Cognitive psychology	-	-	-	-0.16	0.07	-0.22*	-0.18	0.07	-0.25*
	Cognitive style X cognitive psychology	-	-	-	-	-	-	0.14	0.07	0.20*
	AF	-	0.33	-	-	3.01*	-	-	4.68*	-
	-	-	0.01	-	-	0.05	-	-	0.04	-

* * * * *

RESEARCH ON THE DESIGN AND DEVELOPMENT OF CULTURAL CREATIVE PRODUCTS FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is used by people to describe everything that can make you feel like, excited or obsessed. The original meaning of consumer psychology is that when readers see beautiful girl characters (comics), they have a kind of enthusiasm. state. Later, some girls dressed themselves in comparison with the appearance of beautiful girls in the comics, looking like teenage girls. With the popularity of this type of "consumer psychology", "creative cultural products" have also sprung up on the market, and over time, a culture of urban consumer psychology has formed.

The structure and function of general products are not complicated, so product forms can be varied. Affected by consumer psychology, some products adopt bionic forms or imitate some cartoon and animation images, through exaggerated deformation and bright colors, to create humorous or cute and beautiful product images, which are characterized by good taste and cuteness. Sex, organicity, affinity, and nature can touch people's hearts and make people happy to accept them. Under the influence of personal subjective wishes, people have different associations and imaginations when they see objective things. Products with abstract shapes, unique designs and development, and emotional beauty can stimulate people's imagination and imagination more than rigid traditional products. Creativity allows people to increase work efficiency in a happy environment. According to market surveys, the individual and interesting products in the product store are selling very well.

This work attempts to combine the basic research of consumer psychology of human thinking with the research results of artificial intelligence, and uses the principle of analog generation model to develop a computer-aided design system "multi-source analog face generation system" and use this platform The fMRI experiment was carried out to explore the consumer psychology mechanism of human brain design and development thinking. The experiment uses the "design task" in the open-ends mode and the "control task" in the problem-solving mode as controls, and a total of 15 healthy adult subjects are collected with valid data. The data results show that the design task activates the medial prefrontal lobe, middle frontal gyrus, right superior temporal gyrus, anterior cingulate gyrus, bilateral hippocampus, and precuneus more

significantly than the control task. Based on previous research speculations, the medial prefrontal lobe may be more related to the representation of self-information in the design and development of cultural products, the temporal lobe may be related to the continuous generation and output of novel ideas, and the limbic system may be mainly related to the design and development of thinking activities. Related to the power driving role. In general, design and development thinking are the result of highly distributed processing involving multiple brain regions at the same time.

Subjects and methods: 251 pairs of data were collected, and the overall matching rate of the three rounds of data was 57.04%. The average age of the creative proponents participating in the survey was 29.88 years (*SD* = 3.79), with 21.5% males and 78.5% females. In terms of education level, college degree accounted for 21.9%, bachelor degree accounted for 76.9%, master degree and above accounted for 1.2%. Their average service life in the organization is 5.83 years (*SD* = 3.47), and the average service life in the current job position is 3.10 years (*SD* = 2.00). They come from the Risk Management Department (11%) and the Operation Center (55%), Asset Management Department (11%), Customer Relationship Management Department (12%) and Customer Service Department (11%). The chi-square test results show that there is no significant difference between the lost sample and the final sample in creative quality ($P > 0.05$) and creative implementation ($P > 0.05$).

Study design: Work preference scale, there are 15 items in the intrinsic motivation tendency, using Likert's 6-point rating method, 1-6 means from "strongly disagree" to "strongly agree", self-evaluation by the creator of the idea. A typical entry is: "My participation in innovative proposal activities is driven by curiosity." We chose this scale for the following reasons:

(1) The work preference scale is highly reliable in the short-term (< 6 months), and has good stability in the long-term (> 6 months). (2) The work preference scale is suitable for measuring the motivational tendency of employees in the context of innovation. The Cronbach's a coefficient of this scale in this study is 0.864.

According to the experimental design and the preprocessed fMRI data, the matrix design is carried out, and then the parameters of this matrix are estimated according to the GLM model, and then the corresponding statistical parameter map is obtained through the design contrast (design task > control task) and *t*-test (Contrast map and *t*-value map), and finally set the threshold for the individual *t*-value map (such as $P < 0.001$, cluster size = 10) to get the individual activation map under the contrast condition.

Methods of statistical analysis: Using the contrast map of each individual for group analysis, using a two-tailed one-sample t test, the threshold is $P < 0.01$ and the activation clumps are greater than 40 voxels ($P < 0.05$ after AlphaSim correction, smooth kernel FWHM = 6 mm, using the whole brain mask), where AlphaSim correction is the probability threshold (*P* value) of the joint single voxel and the smallest clump (the number of voxels), and the Monte Carlo simulation method is used to determine the joint Threshold.

Results: The results of this study are completely consistent with the three-factor model of creativity proposed based on several brain injury patient research reports and some neuroimaging research reports. This model believes that creativity is the result of the functional connection between the three brain regions of the frontal lobe, temporal lobe and limbic system. A whole-brain analysis found that compared with control tasks, design tasks more significantly activated the following brain areas: medial prefrontal lobe, right superior frontal gyrus, right superior temporal gyrus, left anterior cingulate gyrus, bilateral hippocampus, The statistical results of the data information of the brain areas such as the left precuneus and the right caudate nucleus are shown in Figure 1.

The research results show that compared with general tasks, cultural product design and development tasks performed more activated brain areas including the medial prefrontal lobe, superior temporal gyrus, anterior cingulate gyrus, hippocampus, precuneus, and caudate nucleus. It suggests that design and development thinking may be related to the activities of multiple brain regions such as frontal lobe, temporal lobe, limbic system including cingulate gyrus and hippocampus. This result is consistent with previous research reports.

Conclusions: This research has made innovations and bold attempts in methodology. By combining the research results of artificial intelligence-assisted design-the analog generation model with the research on the consumer psychology mechanism of design and development thinking, the "three-source analog face generation" experimental platform suitable for the use of magnetic resonance instruments has been developed, and the design and development of cultural products Comparing the brain activation caused by the two tasks of face generation and conditional face generation, the results show that: compared with the limited generation task, the cultural product design and development task significantly activates the medial prefrontal lobe, superior temporal gyrus, and anterior cingulate. Gyrus, hippocampus, precuneus, caudate nucleus. The result is consistent with the "three-factor anatomical model of creativity". The medial prefrontal lobe may be related to more representations of self-information in the design and development of cultural products, the temporal lobe may be related to the continuous generation and output of novel ideas, and the limbic system may be mainly related to the driving force of the design and development

thinking activities. In general, design and development thinking are the result of highly distributed processing involving multiple brain regions at the same time.
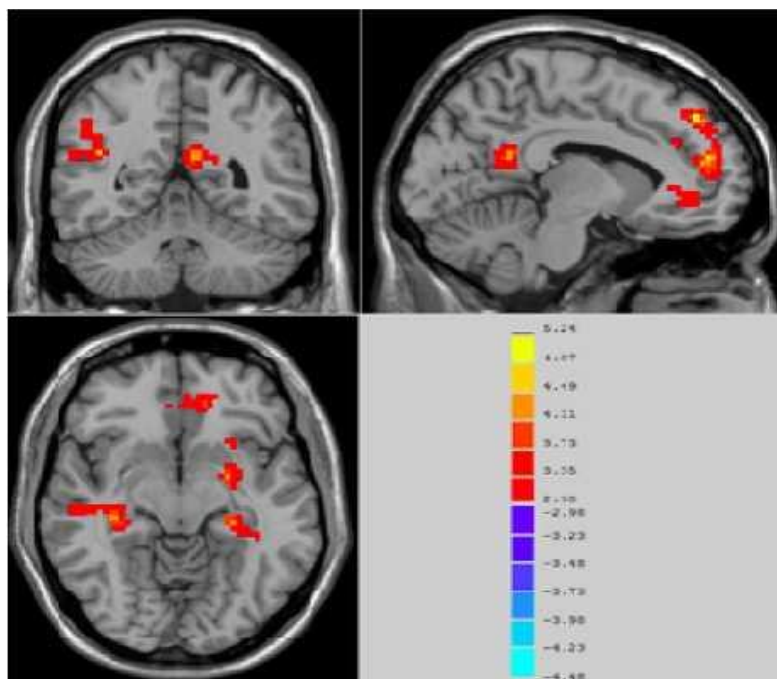
Figure 1. Statistics of cultural product creation on brain region activation data.

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THE REFORM AND EXPLORATION OF HIGHER MATHEMATICS TEACHING FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Many educational theoretical researches at home and abroad praise the implementation effect of performance evaluation, and at the same time, it basically stays at the stage of theoretical research, and normative empirical research is extremely lacking. There have been very few experimental studies, and cognitive abilities such as teaching reforms are often treated as the research as a whole, and most of them are completed in situational experiments. The researchers believe that only practical, traceable and analytical research can better reflect the impact of performance evaluation on the ability of teaching reform, and provide more valuable information and suggestions for teaching.

Based on the above research, the purpose of this research is to combine the background of my country's current curriculum reform, with the implementation of performance evaluation as the independent variable, the higher mathematics subject as the carrier, the higher mathematics teaching reform ability as the dependent variable, and the use of tracking research In a relatively long period of time, it examines the influence of performance evaluation on the ability of higher mathematics teaching reform and its development. Here, the reform of higher mathematics teaching is defined as "the task-solving process without knowing the reform method in advance". The theoretical model framework of advanced mathematics teaching reform believes that advanced mathematics teaching reform mainly includes steps such as understanding teaching, formulating reform plans, implementing plans and inspections; for decades, due to the completeness of the Polya model and its closeness to the reform process of advanced mathematics, It has always been a hotspot in advanced mathematics teaching research; Mayer's framework is known for focusing on the psychological mechanism of teaching reform. The influence of the model of higher mathematics teaching reform represented by it continues to expand.

According to the existing research data of performance evaluation and higher mathematics teaching reform, combined with the research purpose, the specific teaching of this research is whether the

implementation of performance evaluation has a certain impact on the reform of higher mathematics teaching and its development and changes; the impact is mainly reflected in higher mathematics What are the specific processes or aspects of mathematics teaching reform? Whether the impact is affected by school type factors, gender factors, and students' original academic level factors.

Subjects and methods: 335 junior middle school students in a certain city, from the key districts of the city and ordinary middle schools. There are 165 students in 4 experimental classes, 170 students in 4 control classes; 188 boys and 147 girls.

There is no significant difference in the results of the experimental class and the control class in the same school in the preliminary examination after entering junior high school, and there is no significant difference in the final advanced mathematics examination results in January 2020. There was no significant difference in the number of male and female students in the experimental class and the control class.

Study design: Compile the performance evaluation plan of higher mathematics: the teachers of higher mathematics subject of junior high school and higher mathematics subject and the researcher of education evaluation shall follow the requirements of the new curriculum standard of higher mathematics subject of full-time compulsory education. Using the expert judgment method, using the "Higher Mathematics Performance Evaluation Task Content Validity Evaluation Table" as a tool, the content validity of the task plan is evaluated. The comprehensive evaluation results of 19 junior high school and advanced mathematics experts on the content validity of the performance evaluation task plan reached 6.55, with a standard deviation of 1.60, which was at a higher level in the ten-level evaluation table including 0-9. The results of the one-way analysis of variance show that the ten tasks have no significant differences in the comprehensive rating ($F(9,180) = 0.50$, $P > 0.05$)

Methods of statistical analysis: The research results were analyzed using software SPSS10.0 and AMOS4.0. According to the types of data studied in each part, the analysis is mainly carried out by using repeated measures multi-factor analysis of variance and non-parametric test path analysis methods.

Results: The results of repeated measures multivariate analysis of variance showed that the main-effects MPS experiment dealt with genders at statistically significant levels ($F(2,608) = 19.33$, $P < 0.001$; $F < 1,304) = 9.51$, $P < 0.01$; $F < 2,302) = 4.63$, $P < 0.01$), the main effect test of gender showed that the MPS of girls was significantly higher than that of boys < 42.39) The two interactions MPSX gender reached a marginal significance level ($F(2\ 604) = 2.87$, $P = 0.057$), indicating that there may be significant differences in the differences between genders in the three MPS measurements. In-depth analysis shows that although in each measurement, the MPS of all girls is higher than that of boys, but the difference between the three times is different. As shown in Figure 1, in the first measurement, the MPS of girls and boys were basically the same, but in the second and third measurements, the MPS gap between boys and girls increased, and girls were higher than boys.

At the same time, the two interaction experiments X sex did not reach the significant level ($F < 1,304) = 0.04$ $P > 0.05$), indicating that the difference between male and female students was not significantly different between the experimental class and the control class. The three MPS X experiment X gender did not reach a significant level ($F(2,604) = 0.44$), indicating that the difference between boys and girls in the three MPS measurements was not significantly different between the experimental class and the control class.
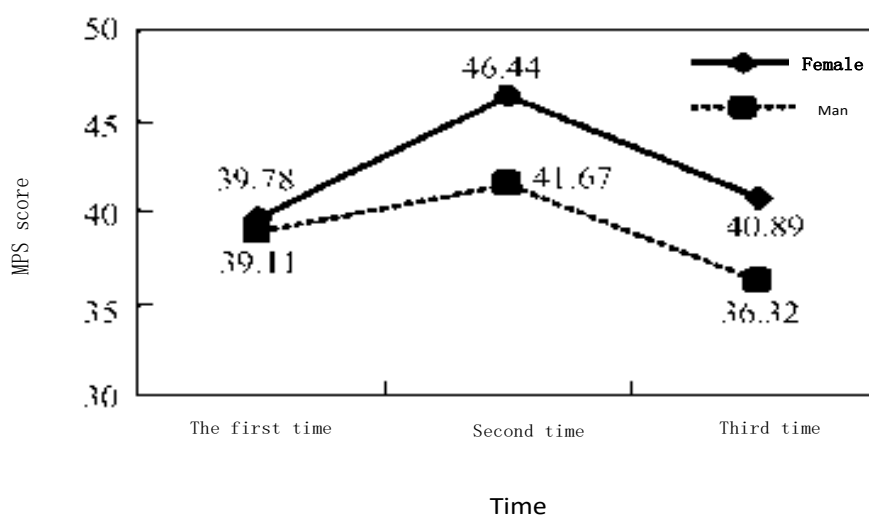
Figure 1. Interaction analysis plot of MPSX sex.

Conclusion: Psychological assistance has a significant role in promoting the development of higher mathematics teaching reform ability, and with the implementation of the experiment, this role in promoting has been increasing. The analysis of the oral report data shows that the role of psychology assistance in promoting the ability of higher mathematics teaching reform is mainly reflected in the understanding of teaching metacognition and teaching reform strategies.

Psychological assistance significantly promotes the development of students' higher mathematics teaching reform ability. It is not affected by the type of school or the gender of the student, but it is affected by the original academic level of the student. The higher the original academic level, the greater the promotion of homework.

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THE INFLUENCE OF DISCOURSE POWER OF NETWORK IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' PSYCHOLOGY AND EMOTION IN THE NEW ERA

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Background: The key issue in the field of mainstream ideology in colleges and universities is whether to control the discourse power of mainstream ideology, which essentially reflects the core values of socialism in the new era. General Secretary Xi pointed out that "propaganda and ideological work is to consolidate the guiding position of Marxism in the ideological field, and consolidate the common ideological foundation of the Party and the people". In the Internet age, the mode of ideological transmission has changed. College students express their views fully and freely through the Internet, which is also influenced by the non-mainstream ideology of the West, thus reducing their sense of identification with the mainstream ideology. In the network age, the right of discourse of socialist ideology presents the predicament of "aphasia", "marginalization" and "dilution". In view of the realistic and challenging social problems brought by the network environment, it is an important and urgent task for colleges and universities to study how to construct the dominant ideological discourse in the new era. Ideology is a specific inherent spiritual phenomenon in class society, and "discourse power" is closely related to a pair of related words. The construction of discourse power of the mainstream network ideology in colleges and universities in the new era is to follow the working rules of the mainstream network ideology, set up discourse carriers, guide college students to set up "three perspectives", strengthen the socialist development direction, correctly, accurately and scientifically express the discourse power of the mainstream network ideology, firmly grasp the leadership and management power of the CPC in the mainstream network ideology, safeguard the political nature of the ideological and political education in colleges and universities, and further promote the continuous and healthy development of higher education.

Objective: Under the background of the network age, the ideological and political education in colleges and universities must always adhere to the guiding position of Marxism. The construction of mainstream ideological discourse in colleges and universities is facing severe challenges. Colleges and universities should guide students to dialectically and scientifically treat the fragmented information, teach the systematic mainstream ideological discourse system, and establish an effective mechanism to regulate the path of students' network expression so as to consolidate the ideological position of the mainstream ideological discourse in the network, and then create a new form of ideological and political education in the new era.

Subjects and methods: Modern higher vocational education in our country has a great influence on the Internet. Therefore, many higher vocational colleges will have the right to speak on the Internet.

Study design: Methods: A total of 400 students of different ages, genders and majors were interviewed. The interview time was 25-35 minutes.

Methods: Through the research and analysis of the new era of college network ideological and political education discourse on the impact of students' psychological emotions.

Results: Strengthens the top-level design, condenses the thought politics education the core value. The school must strengthen the troop construction, the consolidated knowledge training, carries on the social practice, promotes the comprehensive quality. Innovative work ideas, with new media to disseminate the main theme, promote positive energy, with high "value" to abstract theory, boring sermon into simple language, so that ideological and political education as the air soaked in the mind and silent. The ideological and political education in colleges and universities should not only have the authority of theory in content,

but also the vividness of language organization. The diversified dissemination of new media enriches the expression, expands the dissemination space in multi-dimensions, and brings infinite possibilities to the ideological and political education in colleges. Under the complex network public opinion environment, the ideological and political educator should be good at using the positive network red content to explain the ideological and political education content, transfer the values, make the discourse close to reality, and have the resonance. Cultivate and operate "gatekeepers", establish and improve new media operation centers and other similar institutions, do a good job in export of new media operation management and content review and release, and cultivate network public information monitoring teams, Qualified colleges and universities may purchase relevant public information monitoring services, improve the ability to deal with online public opinions through professional public opinion monitoring and analysis, and ensure positive image output, so as to guide the healthy development of online public opinions in the right direction. Aiming at the hot, hot and difficult issues on the Internet, this paper sets up discourse topics according to the school situation, and firmly grasps the discourse power of these issues by analyzing and judging, so as to guide the public opinions correctly. Colleges and universities should take the initiative to build their own data center, through data integration, data monitoring, data analysis, analysis of each student's personality characteristics and behavior preferences, through analysis of the results, college ideological and political education can be accurate education.

Conclusions: In today's society, every time the network technology touches a social field, the network public opinion also along with it seeps past. Network public opinion is a double-edged sword of ideological and political education in colleges and universities. Making good use of it can expand more space for its development. This paper probes into the problems and countermeasures of the discourse right of ideological and political education in colleges and universities under the network public opinion, and puts forward some relevant countermeasures, including strengthening the top-level design, cultivating political accomplishment, cultivating network opinion leaders, initiating the integration of discourse and actively using big data, etc., so as to provide some references for seizing the discourse right of ideological and political education in colleges and universities.

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IMAGE ANALYSIS AND APPRECIATION OF ANCIENT POETRY IN AESTHETIC PSYCHOLOGY

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Background: Image is one of the advanced forms of literary images. There are both similarities and differences in the understanding of image between Chinese and Western scholars. Chinese image theory has a long history, profound insight and unique value in poetic aesthetics. Compared with the image theory of China, the image theory of the West is vague, and there is no unified and complete theory. Most of the former scholars have compared their differences from the static point of view, but not from the dynamic point of view, nor have they pointed out the bridge of communication between Chinese and Western images and how to innovate in contemporary discourse, which plays a guiding role in the creation of literature. This paper attempts to compare the concepts of Chinese and Western images in the context of contemporary discourse, and explore the new aesthetic value of images in contemporary literary creation and appreciation from the perspective of aesthetic psychology, so as to shed some light on the construction of new poetics. The concept of image can be summarized as follows: (1) Image refers to all the objective objects with physical forms, including visually invisible substances and all the external manifestations of human beings, such as sounds, winds and modal behaviors of human beings. It refers to all the subjective activities of the poet, such as emotion, ambition, cognition, illusion, etc. (2) The essence of image is to imply, euphemize and imply meaning without direct words and meaning, so image has double meanings, that is, external meaning and internal meaning, also known as literal meaning and implicit meaning. A word, poem, or poem that has no dual meaning is not an image. (3) Meaning is subject, like object; meaning is end, like means; meaning is content, like carrier. (4) Only when there is some connection between image and intention can an image be formed. (5) Images are the unique aesthetic creations of poets. The same image can have different meanings for different writers and different time and space of the same writer.

Objective: As far as the aesthetic expression is concerned, image is the result of implicit technique. Poetically, imagery has a double meaning. The inevitable result of sustenance is that it has double meanings

and points out the essence of the concept of image very clearly. As far as the relationship is concerned, there must be a connection and interdependence between meaning and image, such as surface, meaning is inside. Image cannot be equated with the object image, is not simply to reproduce or synthesize the representation of things, is from life is different from the life of the artistic image. Although the image is taken from nature, it is not equal to nature itself.

Subjects and methods: In the process of imagery creation, it has been integrated into the writer's thoughts, feelings and creative intentions, which is the result of refining, processing and synthesizing the life images according to the characteristics of objective things and his own emotional tendency. This article mainly carries on the investigation analysis from the psychological distance, the intrinsic imitation and the empathy.

Study design: Stratified cluster random sampling method was used to investigate 400 groups of different ages, different genders and different occupations. 400 questionnaires were distributed, 379 were retrieved and 368 effective copies were obtained.

Methods: Using Excel statistical aesthetic psychology to analyze the image of ancient poetry and appreciate the effect.

Results: Aesthetic psychology is a concept of aesthetic psychology, which refers to a special behavior psychology of human beings, that is, the psychological state that may arise in the process of aesthetic practice. Aesthetic psychology is a borderline thing between psychology and aesthetics. As a result, this discipline has intensified the rapid growth of psychology in the exploration of human cognition of beauty or artistic creation. After all, because psychology is more abstract, and aesthetic is to be able to visualize the performance in front of you and me, more specific, more intuitive. Therefore, countless people indulge in the sea of art, but also because of strong psychological resonance.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding the 400 social groups assessed and averaged, with the specific statistical table shown in table 1.

Table 1. Image analysis and appreciation of ancient poetry under aesthetic psychology.

Factor	Psychological distance	Internal imitation	Transference
Group	3	4	4

Conclusions: At present, we are in a world of "integration" of the trend of the times. This kind of integration is reflected in the field of cultural theory, that is, the collision, fusion and reconstruction of ideas, ideas and theories in different cultural traditions. And this kind of reconstruction, will no longer be limited to a cultural tradition within the reconstruction, but will be based on the "world" vision of a real sense of the construction of world culture.

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PRACTICAL RESEARCH ON INTEGRATION OF IDEOLOGICAL AND POLITICAL ELEMENTS INTO DANCE CURRICULUM IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Curriculum ideological politics "means that all the courses in colleges and universities have the functions of ideological and political education, ability cultivation and knowledge imparting." Since the concept of "curriculum politics" was put forward, many higher vocational colleges have vigorously promoted the teaching reform with "curriculum politics" as the goal. But there are still many problems in the course of concrete implementation. On the one hand, there is a lack of necessary theoretical research support and curriculum practice template for the system structure of dance curriculum. On the other hand, it lacks the syllabus of curriculum construction, the teaching materials, the training of teaching materials and teaching methods and the construction of curriculum evaluation system. From the level of teachers' team, on the one hand, the preparation is insufficient and the change of ideas is lagging behind; Influenced by the traditional education concept, the training of professional skills and the promotion of employment rate are the focus of concern, while the improvement of students' ideological and political quality is not much or

even optional. On the other hand, the excavation of ideological and political elements in the art curriculum is insufficient; Failed to find the "ideological and political" elements into the dance curriculum efficient teaching methods; Lack of professional courses in how to integrate into the ideological and political content and effectively guide students to learn the socialist core values and other issues of in-depth thinking. From the level of students, on the one hand, students have just left the tight environment of high school, separated from the strict management of parents, in the relatively loose environment of colleges and universities easy to relax their ideological and political quality requirements. On the other hand, students generally believe that ideological and political education is too political and theoretical to help their future employment, and lacks the initiative and internal drive to accept ideological and political education. Therefore, in the view of educational psychology, curriculum ideological and political education should fully excavate ideological and political cultural elements, realize the inheritance and development of culture, give full play to the role of moral education of curriculum, and infiltrate relevant spirits and ideas into the learning process of college students, so as to improve the effectiveness of curriculum ideological and political education, which can play an important role in the teaching reform of dance major and help achieve the all-round development of students.

Objective: Teachers study educational psychology in order to master the law and age characteristics of students' cognition, choose appropriate teaching methods and take corresponding measures according to students' age and psychology. Therefore, in the perspective of educational psychology, ideological and political elements into the dance curriculum is the need for professional curriculum development. In order to adapt to the social change, educational development and individual progress, and to meet the new requirements of the new era for curriculum teaching, it is an inevitable choice for dance courses to undertake the important task of curriculum thinking and politics, and also a responsibility to achieve the all-round education of dance courses. We should try our best to solve the new problems, such as the construction of curriculum system, the development of teaching materials, the excavation of ideological and political elements, the guidance of teaching design and the cultivation of a correct view of professional talents.

Subjects and methods: Methods: A total of 200 students majoring in dance were randomly divided into two groups. The control group consisted of 100 students who received daily training and study. In the experimental group, 100 teachers, after training the basic theories of educational psychology, introduced the ideological and political elements into the dance teaching, mainly through the teaching of folk-dance culture and the practice of dance skills. Let the students feel and appreciate the beauty of nature, life and art, so as to enhance the healthy aesthetic taste of students. Love art, love all the good things, and spread this experience of beauty to the people around them and their future career development plays a positive role. The experiment lasted for 3 months. After the experiment, questionnaires were distributed to the students to test their satisfaction during the 3 months. Using Excel statistics of student satisfaction.

Results: The result of the experiment shows that the degree of satisfaction of the students in the experimental group is higher than that of the control group.

Table 1. Satisfaction of two groups of students after the experiment.

Crowd	Numbers	
Experimental group	Dissatisfied	0
	A little dissatisfied	5
	General	35
	Relatively satisfactory	34
	With great satisfaction	26
Control group	Dissatisfied	16
	A little dissatisfied	43
	General	17
	Relatively satisfactory	22
	With great satisfaction	2

Conclusions: Educational psychology focuses on the positive aspects of human nature, society and life, and devotes itself to the study of human development potential and virtues. Educational psychology itself is a branch of psychology, which is also called a milestone in the history of psychology development by many scholars. In recent years, the theory of educational psychology has been widely used in the field of education. There are also calls and specific attempts to apply educational psychology in the domestic educational reform. Combining with the characteristics of dance courses, teachers should constantly tap the ideological

and political factors in dance education and teaching, complement each other in professional courses and ideological and political education, and imperceptibly carry out ideological and political infiltration of college students, so as to enable students to consciously undertake the historical mission and the responsibility of the times on the premise of mastering professional skills, and become a good young man with responsibilities.

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COLLEGE ENGLISH TEACHING STRATEGIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Teaching method is the link between teachers' teaching plan and students' actual learning effect. Teaching method is based on the principle of educational psychology. As far as foreign language education is concerned, various schools of pedagogy in history have established their own theoretical systems directly based on corresponding psychological viewpoints. As far as school education is concerned, teaching is not an end in itself, but a means of promoting students to learn better, teaching is subordinate to learning and serving learning. Teaching is a process, is a process of interaction with students, the nature of teaching is the method of choice, is to choose the best way to promote students to learn best. Based on the analysis of the psychological characteristics of teaching and learning by teachers and students, we can get better teaching results by choosing appropriate teaching methods according to relevant language materials. College students have different psychological characteristics in English learning because of their different origins, different personality and different English proficiency. Some are confident, some are self-abased, some are proficient in spoken English, and some are proficient in written tests. Some students are afraid of learning English and have no clear goal. They think that learning English is useless and their interest in learning English is not strong. They generally reject the study of English from the psychological, that their vocabulary is small, weak grammar, poor spoken English, fundamentally poor English. Many students study English only for the sake of obtaining certificates and coping with exams. They only pay attention to the examination results and neglect the improvement of communicative competence. The phenomenon of "dumb English" is everywhere. Therefore, teachers must analyze the psychological characteristics of students' English learning and improve the teaching methods in order to improve the effectiveness of learning. The basic principles of educational psychology have a profound impact on teachers' educational ideas, teaching modes, teaching evaluation methods and curriculum structure. It plays a positive role in improving teaching methods, stimulating students' interest and motivation in learning and coordinating the interpersonal relationship with the people around them. As one of the main parts of college English teaching activities, teachers should have some educational psychology, understand the psychological characteristics and personality differences of students, arouse their interest, mobilize their enthusiasm for learning English, so as to achieve better teaching results.

Objective: Modern educational psychology holds that school situation includes teaching and learning, all activities of education can be classified into the category of teaching, and the influence of students can be classified into the category of learning. At present, there are many difficulties in the teaching and learning of college English courses. How to improve the teaching effect of college public English has been a hot topic. From the perspective of educational psychology, it is a valuable way to examine the psychological characteristics of teachers and students in the process of teaching and find out the measures of teaching improvement.

Subjects and methods: In this study, 200 college students and 30 English teachers were selected to fill in the questionnaire, which was composed of 35 questions. The time of filling in the questionnaire was controlled from 30 to 60 minutes. At the same time, the teachers were interviewed, the contents of the interview were added to support targeted teaching, taking into account the psychological characteristics of the teaching content. The mental states of teachers and students were collected, recorded and archived in Excel.

Results: The psychological state of students and teachers to the current curriculum design is shown in Table 1. It can be found that both students and teachers, there are some people are not satisfied with the

existing teaching model. At the same time, we find that 27 teachers strongly support it. Teachers think that the combination of educational psychology can help students to find out the true psychological thoughts of students, help students solve problems, not only improve students' English scores to some extent, but also improve students' mental health.

Conclusions: Educational psychology is one of the important theories in the study of modern English teaching methods. In the process of teaching, teachers should follow the teaching law, understand the students' individual psychological characteristics, explore the process and characteristics of using language, learning language and mastering language from the psychological point of view, arrange teaching contents reasonably, adopt appropriate teaching methods, effectively solve a series of psychological problems encountered in teaching practice, and achieve the actual effect of teaching.

Table 1. Status of two groups of students after the experiment.

Crowd	Numbers	
Teacher	Dissatisfied	3
	A little dissatisfied	7
	General	15
	Relatively satisfactory	5
	With great satisfaction	15
Student	Dissatisfied	25
	A little dissatisfied	86
	General	54
	Relatively satisfactory	35

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THE CONCRETE IMPLEMENTATION OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology has been well applied in domestic higher education, and has made great contributions to the improvement of subject teaching quality. Under the people-oriented education and teaching concept, the teaching method and learning model advocated by educational psychology also conform to the overall direction of educational reform. But most teachers are at a loss about the concrete application of educational psychology, so it is necessary to explore the concrete application path of educational psychology in teaching practice.

Objective: Most college students will go to work directly after graduation, and whether this group has a firm will and good ideological and political consciousness will directly affect its comprehensive development. In the domestic education system, great attention is paid to the ideological and political teaching, changing the teaching mode and improving the teaching efficiency are frequently mentioned. Because students can obtain information through many ways, their immature world outlook, outlook on life and values are easy to be influenced by many bad ideas when they are formed. The negative emotions of some students have seriously affected their physical and mental health, and it is necessary to improve the ideological and political quality of students through the ideological and political class reform.

Subjects and methods: Stratified cluster random sampling method was used to investigate 200 students randomly. 200 questionnaires were distributed and 178 valid questionnaires were collected. The content of the questionnaire is to evaluate the existing ideological and political teaching methods.

Methods: Using Excel statistical survey results.

Results: The resulting statistical tables are shown in Table 1.

Therefore, the specific implementation paths of the reform are:

(1) Applying innovative education methods to improve classroom teaching

Under the background of educational psychology, the reform of ideological and political curriculum in

colleges and universities needs to pay attention to the improvement of classroom education effect. In the teaching process of ideological and political course, it is very common for ideological and political teachers to use mechanical methods to teach knowledge, and the teaching methods of some ideological and political teachers cannot arouse students' learning autonomy and interest. If the students lose the autonomy and education of the ideological and political curriculum, it will be difficult to improve the classroom effectiveness. Therefore, the ideological and political teachers need to apply various innovative forms of education, such as micro class and multimedia education, to the practice of education and teaching, and cross-use with educational psychology. In the process of classroom education and teaching, according to the interactive characteristics of multimedia, strengthen the contact with students, according to show the relevant pictures and excellent deeds, give students an upward psychological hint of education, so that students form a deeper level of recognition of the mainstream values.

Table 1. Students' evaluation of ideological and political teaching methods.

Factor	Stereotyped teaching	The teaching content is dull
Numbers	135	147

(2) Attaching importance to the correct guidance and correction of students' thoughts

Under the background of educational psychology, political teachers need to motivate students to express their opinions and suggestions in the process of classroom teaching, and adjust and improve educational strategies and means with pertinence and purpose after comprehensive understanding of students. Under the influence of psychological hints and education, we should continue to guide the students' thinking correctly. For the students with ideological and political problems, we should make corrections in accordance with the organic integration of classroom education and after-school counselling. Under the background of educational psychology, the reform of ideological and political curriculum in colleges and universities is a reform of the form of education, and we should also pay attention to the change of teaching contents, and fully respect students, and continue to help students overcome all kinds of ideological obstacles, which is also the main problem that ideological and political teachers should solve.

(3) Strengthen the connection between ideological and political courses and social life

Most ideological and political teachers cut off the connection between education and social life unconsciously in the process of carrying out classroom education. Under the condition of educational psychology, the reform of ideological and political curriculum in colleges and universities should start from this practical problem. Ideological and political teachers should strengthen the degree of reality and life of curriculum education. For example, the hot events in the society will be paid attention to by the students. Therefore, teachers can take such hot events as the main cases of ideological and political education in the process of education and teaching, and teach the students the ability of correctly discovering, analyzing and solving problems in the process of carrying out inquiry with the students. When students have negative emotions and thoughts, the ideological and political teacher should give them positive psychological hints according to the selection and teaching of more classical cases, so as to help them form sound personality and improve their ideological quality and moral quality.

Conclusions: From the perspective of educational psychology, the reform of ideological and political education should make better use of the relevant concepts of educational psychology and stick to the reform as a normal work. Psychology itself is a discipline that constantly influences the subject of behavior through guidance and elicitation. The reformative application and attempt of educational psychology in ideological and political teaching should pay more attention to the influence on students step by step. In addition, teachers are still the initiators of educational behavior, and need to better understand educational psychology, and combine with teaching practice, adjust and apply it to promote the reform goal.

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THE DEVELOPMENT STATUS AND INNOVATIVE IDEAS OF SOCIAL PSYCHOLOGY AND COMMUNITY FAMILY EDUCATION

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Background: Social psychology refers to the study of the psychological and behavioral development and changes of individuals and groups in social interactions. Social psychology probes into interpersonal relationships at individual level and social group level. Studies conducted at the individual level include the following: Individual socialization process, communication, speech development, partners, family and living environment, and the influence of school on individuals. At the level of social groups, the study includes: group communication structure, group norms, attitudes, racial prejudice, aggression, customs and culture. With the continuous progress of family education in community, family education develops towards multi-level and multiplex, which is not only embodied in the organic combination of family education and school education, but also in the scientific guidance of community on family education. The formation and development of community family education provides a new educational concept for family education. In the role of quality education, in order to better promote family education, the community constantly updated ideas, to build a scientific family education guidance system. At present, the different levels of family education in the community have different effects on the development of children's physical and mental health. The community should select its essence, discard its dross, and integrate resources in a pluralistic, multi-angle and all-round way to guide family education.

Objective: This paper analyzes and explores the current situation of family education from the aspects of the concept of family education, the use of various resources in the community, the publicity of the concept of education, and the management system of family education in the community.

Subjects and methods: Using the method of interview, we actually visited many communities, and interviewed and discussed with community managers from the perspective of social psychology. Each interview lasted 50 - 120 minutes. Sorting out the problems of community family education, current development status and future development ideas, recording the whole interview process, and sorting out the interview content after archiving.

Results: The interview found that there were four main problems:

(1) Insufficient understanding of family education and insufficient attention to family education guidance in the community

Due to the lag of people's concept of family education, the development of community family education in our country is immature, and the participation of community residents in community education is not active. Parents in the community have a weak sense of participation in community education, believing that only children who go to college can achieve success. They rely too much on schools for their children's education, and take their academic achievements as the main concern. They do not realize that community education plays an irreplaceable role in children's physical and mental health. Community leaders pay too much attention to the economic development of the community, the understanding of family education is not in place, the pertinence of early childhood family education is not enough.

(2) Inadequate utilization of resources by communities

The community is open, but now some members of the community do not understand the status of resources in the community, the community library, activity room to a few people, this is not conducive to the development of people's social, easy to cause waste of resources. In the community, there are many members of different ages, different jobs and different educational backgrounds. If they are arranged as a whole and allocated reasonably, it can promote the perfection of the guidance system of community family education. At present, most of the community managers are people without professional knowledge and lack some professionals with high educational backgrounds.

(3) The way of publicity to parents in the community is single, and the publicity is not enough

Communities have continued to adopt traditional, monolithic forms of publicity, such as pamphlets, posters, leaflets, etc., which are customary. In a fast-paced society, the content of publicity is often overlooked by parents and affects the effectiveness of publicity. Therefore, community guidance on family education cannot be implemented.

(4) The management system of family education in the community is not sound enough

When the community carries on the family education instruction activity, some families do not pay enough attention to this, do not cooperate, do not participate in the community organization's activity, has caused the community instruction family education not to be in place, its basic reason is the community management system is not perfect and slack, community cohesion is not strong. Community is a complete organism with different educational levels. People are not enthusiastic to participate in community activities. There is no good way for parents to actively participate in community activities. Community management system is not sound enough, affecting the implementation of family education guidance in the community.

Conclusions: In view of the above present situation and the existence question, proposed the innovation development mentality:

(1) Learn to establish new concepts and take effective measures in a timely manner

Community should adapt to the difference of economic level and cultural level of community members, and improve the comprehensive quality of community members, which is conducive to creating a good environment for growth.

(2) Optimize the existing resources of the community to provide the guarantee of human and material resources for family education in the community.

The community should absorb various social resources, create a good community environment, promote the development of professional community family education guidance activities, and form a characteristic people-oriented community support model of family education.

(3) Community use of existing conditions to carry out lectures, etc.

First of all, when publicizing family education, the community should grasp the time and ways to carry out effective publicity. The community can use the existing conditions to carry out lectures and organize parents and children to participate in community activities. Secondly, the community should hold some artistic and cultural activities to attract more people to participate in the activities; In the context of the Internet, the community is good at using the network to carry out online lectures, the release of parenting knowledge in the public. Parents should be aware that their children need not only school education, but also the importance of community education for their children. Once more, the community organizes some parent-child cooperation small game or the talent performance, strengthens between parent-child's emotion through the game, through appreciates the work to expand child's field of vision.

(4) Formulating a community family management system that keeps pace with the times and perfecting the organizational structure

The aim of family education guidance in community is to provide service for family education in community, improve the quality and ability of parents, promote the development of children's physical and mental health, and coordinate the relationship among parents, children and community workers, so as to enhance the effect of family education, improve the quality of family education and the level of community management.

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APPLICATION OF COLOR PSYCHOLOGY IN BAROQUE ARCHITECTURAL DESIGN

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Background: Color design in interior design plays a role in the transformation or creation of a certain style, so give a person in the visual will produce a certain difference. Do the color design of interior space must fully consider the use of its object, the difference in the place. Everyone into a space in the first few seconds 70% of the impression is the color of the feeling, and then to understand the form, reasonable color design can make the interior space looks more harmonious, vivid, and thus to the highest level. Physical effect of application color, choose reasonable color to be able to change the area of design space to a great extent, have certain influence to the person's vision. Color design personalization, in addition to the designer's design style, the main is the user's personalization, as well as physical and psychological comfort of personalization, but in personalization must also maintain a degree. Because the color itself has the physical property, sees the color is different, its wavelength is also different, therefore, the color can indirectly or directly affect people's psychology, causes the human to have the different mood, if the indoor color purity is excessively many, will cause the human to feel agitated, tense, the melancholy, contrarily the color contrast is too few, will let the human feel lonely, empty, is bored and so on psychological effect. For example, from the point of view of indoor lighting, when natural lighting is not good, the appropriate use of color adjustment, light will have a certain impact on all objects, such as the higher the reflectivity, the higher the object's brightness, the lower the reflectivity, the lower the object's brightness, reflectivity is based on the object surface color change. Indoor environment for the adjustment of light has a great role is the color, different colors have different reflectivity.

Objective: The Chinese Baroque Block has been built since 1890. With the impact of market economy and the change of living habits, the orientation and public space attribute of the whole block are changing imperceptibly. With these changes, many new materials and new styles of buildings came into the city, and the restoration of historic buildings was accompanied by many new buildings and the impact of the surrounding buildings. Today, however, color science is far ahead. For the color design means of Chinese Baroque block show a little behind, many building color has deviated from the original historical context,

continue to repeat 100 years ago Munsell subtractive color system color theory. The stereotyped architectural images created by the decolorization design cannot meet people's aesthetic requirements, and the study on the color design strategy of historical blocks is urgent.

Subjects and methods: By using the method of literature, this paper puts forward the research on the color design of baroque architecture, and analyzes the color features of baroque architecture by collecting and sorting out the literature.

Results: For the Chinese Baroque historical blocks, different colors in the continuity of the characteristics of typicality, can be very typical to very atypical between the changes. For those who have lived in Harbin for a short time but have never been to the Chinese Baroque neighborhood, the typical gradient still has an impact. When we design the color of the block, we can divide the rest buildings into two parts, one is the new and rebuilt buildings in the historic block, the other is the buildings near the historic block. For the former, it occupies the core position in the whole urban area affected by the historical and cultural radiation, and it should belong to the typical individuals according to the typical gradient. Therefore, in color design, should be based on a small range of historical color texture, a comprehensive consideration of the design of decent, rooted in the neighborhood environment of the building color. As a new member with similar characteristics to the historical buildings in the block, the color context of the block is established. For the latter, the texture of the Chinese Baroque Street itself is the main street connected with the auxiliary street, which is a series of fishbone connected with a series of inner courtyard. Therefore, from the typical gradient, the representative architecture of the old block should be the core, that is, the color prototype. The closer the buildings are to the historic district, the more historical the color features are. Reestablish the link between the historical block and the high-speed expansion of the city, and the distance from the historical block space farther the plot, its use of color will not need more attention.

Conclusions: In interior design, color can be said to be the most significant factor in the environment. It can not only regulate space perception, function division, affect mood, imply temperature, but also express personality. Color can make indoor space excited or depressive, we should be specific analysis of specific issues, such as people engaged in boring work more need a little stimulation. We must take into account the personality and feelings of our inhabitants. Colors are inextricably linked to psychology, both in interior design and in other areas of criticism. Sometimes we need to step out of the box, put aside what we think we know about colors, and experiment with colors. The best color design is when you really go into the space, to feel the space to you, because it is a color, background and contrast effect, light, eyes, brain interaction process.

Color is the most vivid and active factor in interior design, which can embody the sensitive and affectionate character of modern people and is closely related to people's life. So long as we follow the law of color itself from a scientific angle of view, and use professional knowledge and skills, we can create an interior environment full of personality, level, order and emotional appeal, so as to make people's life more comfortable and satisfactory and meet and balance people's spiritual and psychological needs.

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THE INFLUENCE OF ENTERPRISE INNOVATION PERFORMANCE BASED ON POSITIVE PSYCHOLOGY ON ECONOMIC DEVELOPMENT

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Background: In recent years, the exploration of psychological factors is attracting the attention of economic researchers. As a new field of psychology. Positive psychology is the applied science that mainly studies the things that make life more valuable and meaningful, which reveals the advantages of human beings and promotes their positive skills. With the continuous development of positive psychology, more and more scholars begin to realize the importance of combining positive psychology research with economic research. Existing empirical studies have found that positive psychological firm innovation performance can promote economic development. In the 21st century, the essence of enterprise competition is actually talent competition. With the extensive application of humanistic management concept in management field, the most precious resources of enterprises have changed from traditional resources such as capital and technology to human resources. How to create a fair and just working environment and create a harmonious organizational atmosphere to arouse the enthusiasm and initiative of employees has become the primary goal of human resources management activities. The continuous popularization of network information technology, the intensification of economic competition and the acceleration of innovation speed of services

and products will gradually transfer various pressures faced by organizations in market competition to employees, and the nature of employees' work has also undergone profound changes. For example, work tasks require employees to make independent decisions, and employees need to be self-motivated and take the initiative to acquire knowledge and skills; work responsibilities increase, and the relevant innovation requirements are significantly enhanced; flexible work modes such as the project system are gradually popularized, work uncertainty increases, and safety decreases. These series of changes in the nature of work make employees have to change their original short-term, passive and unchangeable behavior modes. Employees who are flexible, passionate about their work, responsive to relevant tasks, willing to take risks and challenge the conventional wisdom are essential resources.

Objective: Social cognitive theory points out that human beings, as the product of environment, will not only passively accept what the environment gives them, but also carry out systematic reflection, self-regulation and proactive action to change the environment. Proactive behavior means that employees take actions spontaneously to change their situation and environment through passion and effort in order to further expand their roles and improve their work system to achieve the desired results.

Subjects and methods: The goal of performance appraisal is an important link in the process of performance appraisal. Scientific and reasonable goal of performance appraisal is the basis and guarantee of the practice. This article mainly uses the literature research and the interview method analysis positive psychology enterprise achievements influence to the economic development.

Study design: Through literature study method, we can search and collect the relevant domestic and foreign research literature, comb and sum up the relevant literature, absorb and digest the existing research results, understand the domestic and foreign research survey involved in the content of this paper, find out the existing theoretical gap, and lay a solid theoretical foundation for this study. Based on the literature research and theoretical analysis, this paper makes on-the-spot interviews with managers and employees in order to further understand the views of employees on organizational performance appraisal practice and the relationship between performance appraisal and employee behavior. Field interviews with managers and employees are also helpful to promote the in-depth understanding of the practice of performance appraisal and the relationship between organizational management practice and employees' attitude.

Methods: Using the method of literature research and interview, 30 executives and 50 employees were interviewed. The interview time was 20min-30min.

Results: The purpose of performance appraisal is the final way and way of using the results and information of staff appraisal in the practice of management. As one of the important parts of the performance appraisal system, the purpose of performance appraisal is also one of the most important strategies of staff management. The outcome variables of performance appraisal mainly include the precision and deviation of appraisal, employees' attitude perception and employees' behavior, which have an impact on economic development.

Conclusions: With the development of positive psychology, more and more managers and scholars begin to pay attention to the active behavior of employees. Employee's initiative behavior means that in order to further expand their roles, perfect and improve their own work system, and achieve the desired results, employees take spontaneous actions to change their own situation and environment through passion and efforts, which can effectively promote the upgrading of enterprise economy.

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APPLICATION OF SOCIAL PSYCHOLOGY IN COPING WITH NETWORK PUBLIC OPINION

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Background: The change of attitude in social psychology refers to the corresponding change of a formed attitude under the influence of a certain information or an opinion, and its essence is the continuous socialization of the individual. In modern society, the mass media plays a vital role in the activities of public opinion. The public is connected as a whole through mass media, and they are increasingly inclined to use the news media to express their opinions, suggestions and aspirations. With the development of network media, the influence and function of public opinion is more and more important. As a public opinion, the function of public opinion mainly manifests in the following aspects:(1) Cognition function. Public opinion itself is the expression of people's opinions, attitudes and ideas, which itself is a cognitive behavior, is a reflection of real life to some extent. At the same time, public opinion is progressive, positive, correct and

backward, negative and wrong in nature. Through the study of public opinion, people's ideas and social civilization can be reflected. (2) Education function. The formation of public opinion is a process of expression and exchange of various opinions, attitudes and ideas. In the formation of public opinion, each individual can compare his own judgment and evaluation with others, so as to distinguish right from wrong, good from evil, and beauty from ugliness, which is conducive to forming correct ideas and cultivating good habits of behavior. (3) Constraint function. The public opinion has a very strong social influence, and it is a kind of external force and restraint to people's behavior. The public condemnation of a person, there will be a considerable psychological pressure, or even a sense of loneliness of the many betrayals, this pressure will force him to change his behavior.

Objective: The so-called public opinion, refers to the people in the recent period of time on social events or social phenomena of opinion, attitude or individual and social sentiment generation, expression and dissemination. From the point of view of social psychology, social cognition is the whole process of analyzing one's mental state to others, understanding one's behavior motivation, and then conjecturing and judging. Social cognition is a set of cognitive selectivity and cognitive responsiveness. In a given social environment, people's psychological state and emotions will be affected by different degrees. In the network environment, the psychological state and emotion of college students will be affected by the network public opinion. That is to say, in the network environment, we can avoid the influence of public opinion infection only if we treat and analyze the network information correctly and judge and analyze it rationally. Network public opinion is the public through the Internet platform of the attitude or emotional expression. The essence of network public opinion guidance is the process that the main body of public opinion guidance makes the netizen "attitude change". The theory of attitude change in social psychology provides a theoretical reference for the study of online public opinion guidance. Typical reports, in-depth reports, network news reviews, opinion leaders and other ways of guiding public opinion on the network are the concrete application of persuasion, propaganda, hint and imitation and group influence. The questionnaire was used in this survey. There were 800 questionnaires and 763 questionnaires, of which 741 were valid, with a response rate of 95.4% and an effective rate of 97.1%. The survey was conducted among employees or students in different positions. The questionnaire was used in this survey. There were 800 questionnaires and 763 questionnaires, of which 741 were valid, with a response rate of 95.4% and an effective rate of 97.1%. The survey was conducted among employees or students in different positions.

Subjects and methods: The questionnaire consisted of 37 questions, including the time online, the focus of the news, the type of events concerned and the attitude of online comments. Using SPSS18.0 software statistical survey results.

Results: According to the survey, 52.7% of people chose to stay online for 3-5 hours a day, while 30.2% chose to stay online for 1-3 hours. Only 8.1% chose to stay online for less than 1 hour a day. A lot of netizens when browsing news on the net, can see news itself not only, still can see a lot of "big V", "opinion leader" and the popular comment of a few netizens and view. About 74.2% of netizens choose to be partially affected by these online comments. Only 12.5% of netizens chose to remain virtually unaffected. Another 13.3% of netizens said they felt strongly influenced by online comments (see Table 1).

Table 1. Survey results on the extent of influence of public opinion on internet users.

Degree of influence	Partly affected	Barely affected	Very affected
Percentage of population	74.2%	12.5%	13.3%

Conclusions: As a hot new media, the influence of network media has penetrated into social and political, economic and cultural life and so on. In recent years, almost every time the focus of events at home and abroad, netizens will cause strong repercussions and fierce debate. Many of them have constructive views and opinions, some of which have a positive impact on the decision-making and governance of the relevant departments, the Internet is becoming a "free market of opinion." However, the Internet is a "double-edged sword", its freedom, anonymity, immediacy, interactivity and other communication characteristics make some bad or illegal content information spread arbitrarily. Under this background, how to guide the network public opinion effectively has become an important task that the network news work faces. The aim of the guidance of network public opinion is to change the incorrect or irrational public opinion and lead it to the correct direction. Therefore, the essence of the network public opinion guidance is the process that the main body of public opinion guidance makes the netizen "attitude change". Practice has proved that the guidance of online public opinion also needs "attacking the heart", and understanding and grasping the psychological characteristics of netizens is helpful to enhance the pertinence and effectiveness of public opinion guidance.

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THE IMPACT OF ENTERPRISE EQUITY INCENTIVES ON ECONOMIC DEVELOPMENT BASED ON POSITIVE PSYCHOLOGY

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Background: Along with the social economy unceasing development, the company manages is also quietly changing. Professional managers manage and operate shareholders' capital as professionals. It is the separation of ownership and management rights that leads to the incompatibility of incentives between shareholders and managers. Equity incentive as a long-term incentive means, is to reduce the incentive object of short-term behavior, is conducive to the long-term development of enterprises in the future. The process of enterprise management is a process from investment to operation and then to profits, which includes two key words, namely, ownership and management rights. But the social production pattern develops from the small production time to the big production time's process, is precisely the ownership and the right of management from unifies to the separation process. With the continuous improvement of the modern enterprise system, as well as the expansion of enterprise scale, the degree of separation of ownership and management is growing. Due to the existence of separation of the two powers, asymmetric information and inconsistent objective function of shareholders and management, the agency problem of management may damage the interests of shareholders. The key to solving this problem is to devise a mechanism that aligns the objectives that management pursues with those of shareholders. In order to improve the efficiency of management, companies around the world have implemented a variety of incentives, both pay incentives and non-pay incentives, pay incentives, including short-term incentives and long-term incentives, of which the most common as long-term pay incentives. The means of equity incentive is to grant the shares of the company to the incentive objects so as to make the management compatible with the shareholders' incentives, that is, the management manages the company in the principle of maximizing the interests of the shareholders, so that the management can reduce short-term behaviors and share profits and risks with the shareholders. Most of the cash compensation in the traditional sense is fixed compensation, but the main difference is that the incentive object must work hard to achieve the performance target and make the stock price of the company reach and exceed the exercise price or grant price. The more the cash compensation exceeds, the more the profit is.

Objective: Equity incentive is a long-term incentive method for an enterprise to improve the operating efficiency of the employees to be incentive and retain the core talents (such as senior executives, core employees and other personnel). Equity incentive is to give part of the shareholders' rights and interests conditionally, so that they can share the risks and profits with the shareholders when they participate in the decision-making.

Subjects and methods: Based on the positive psychology of the three factors of equity incentive methods, this paper mainly from the enterprise's development philosophy, production efficiency and transformation and upgrading, these three aspects. Select three large, medium and small enterprises in the city, as the study object, to distribute questionnaires to their employees, statistics on the effect of equity incentive on economic development.

Study design: Questionnaire to 300 employees, the three companies are selected 100 employees to test, asked to complete the questionnaire once, each person to fill in the questionnaire about 15 to 25 minutes. A total of 300 copies were distributed, 291 were recovered and 287 were valid.

Methods: Using Excel statistical analysis of positive psychology of enterprise equity incentive on the impact of economic development.

Results: In the process of enterprise work, the positive psychology of the enterprise equity incentive has a promoting effect on economic development. Thus, the positive psychological state, to improve the production efficiency of enterprises and help enterprises to organize production better performance has a positive role.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results are rounded to an average of 100 employees per company, and the statistical table is shown in Table 1.

Conclusions: Corporate performance is the comprehensive reflection of the management effect and the performance of the managers. The operation effect of an enterprise mainly embodies in such aspects as the ability to create profits, the ability to use assets, the ability to pay off debts and the potential for future development, etc., while the performance of an operator mainly embodies the contribution made by the operator to the achievements made by the enterprise in the course of operation, growth and development. In terms of the relationship between equity incentive and corporate performance, although the original

intention of equity incentive plan is to improve corporate performance, the relationship between equity incentive and corporate performance is uncertain due to the influence of such factors as the design and implementation of equity incentive plan by different companies and the difference of companies. The relationship between equity incentive and corporate performance includes: Significant positive correlation, negative correlation, correlation but not significant, complex correlation and no correlation. Equity incentive is a long-term incentive mechanism for enterprises to encourage and retain the core talents. Equity incentives conditionally give certain shares of the company to the incentive recipients, so that they and the interests of the company's shareholders tend to agree, thus promoting the company's long-term development.

Table 1. Positive psychological impact of equity incentives on economic development.

Factor	Development philosophy	Production efficiency	Transformation and upgrading
Enterprise A	4	3	3
Enterprise B	4	3	4
Enterprise C	4	4	3

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COLLEGE TEACHERS' PHYSICAL EDUCATION RESEARCH MODEL UNDER THE BACKGROUND OF PERSONALITY PSYCHOLOGY

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Background: Psychology is a science that studies the mental phenomena, mental functions and behaviors of human beings and other animals. It is not only a theoretical subject, but also an applied subject. Psychology, including theoretical psychology and applied psychology, involves many fields such as perception, cognition, emotion, personality, behavior and interpersonal relationship, and also relates to daily life, such as family, education and health. Personality psychology belongs to applied psychology, which studies human learning, the effect of educational intervention, teaching psychology, and social psychology organized by schools in educational context. The emphasis is on applying psychological theories or research to education. The object of study is the basic psychological law of students learning from teacher education in the school education context. Personality psychology has three major functions in education and teaching: guiding students to study efficiently, optimizing teachers' teaching behavior; Promote students' all-round development and teachers' professional growth. Teachers, as the educators entrusted by the society to educate the educates, play a leading role in the process of education. Therefore, the study of teachers' psychological characteristics is not only the focus of psychological research, but also the focus of educational and teaching research. The psychological characteristics of college teachers are divided into cognitive characteristics, personality characteristics and behavior characteristics. Cognitive features include basic abilities, such as observation, memory, imagination, thinking and attention, teaching design, language expression, organization and management, teaching in accordance with students' aptitude, teaching monitoring, self-education, education and scientific research, and educational tact. Personality traits include educational belief, devotion to one's job, selfless dedication, caring for students and respect for friendship. Honesty and trustworthiness, strict self-discipline; Trust, understanding and tolerance; Enhance comprehensive strength, lofty ambitions. Behavioral characteristics include educational and ideological nature, social and purposeful nature, scientific and cultural nature, normative and legal nature, strategic and artistic nature.

Objective: The development of the times challenges the school physical education, and it is urgent to build a high-quality, self-development innovative teachers, continuing education is an effective way to mature teachers. It is not only the need of promoting the professional prestige of PE teachers, but also the guarantee of the quality of higher education to establish a dynamic and open teacher education mode in line with the development trend of the world today, and to give new connotation to the form and content of continuing education, so as to improve the professional level of PE teachers from a deeper level and

make it adapt to the development of education and physical education in the 21st century.

Subjects and methods: Personality psychology can effectively promote the physical education of college teachers, guide teachers to practice correct teaching methods, and improve the comprehensive ability of college students. This paper investigates and analyzes personality psychology from three aspects: improving teachers' teaching ability, promoting students' learning ability, healthy mentality and willpower. Through the way of sending out questionnaires, statistical analysis of personality psychology on college teachers physical education research model.

Study design: Stratified cluster random sampling method was used to investigate 500 college students. Random sampling of 3 universities, each grade randomly selected 1 major, a total of 12 professional students to conduct a questionnaire survey, a total of 500, 489 recovered, the number of effective 474.

Methods: The influence of Excel statistical product personality psychology on college teachers' P. E.

Results: Personality psychology plays an important role in the construction of college teachers' P. E. study mode. Through the active guidance of college teachers, college students' learning anxiety has a significant downward trend.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation values of 500 college students are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of personality psychology on physical education training mode of college teachers.

Factor	Learning ability	Healthy mentality	Willpower
University	4	4	4

Conclusions: Whether it is through teaching activities to inherit human civilization and wisdom, or through practical actions to interpret social and professional ethics, teachers have never stopped moving forward. While continuously improving the visible ability of teaching, it is undoubtedly of great practical significance to care about teachers' psychology and pay attention to the study of psychological characteristics.

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DEVELOPMENT STATUS AND IMPROVEMENT STRATEGY OF RURAL HEALTH PRESERVING AND VACATION TOURISM BASED ON SOCIAL PSYCHOLOGY

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Background: In recent years, rural tourism in China has been developing rapidly and its forms have been innovated, which has given birth to new types of tourism. With the acceleration of urbanization process, people's health concept continues to improve, rural health resort tourism as a new economic support came into being. Rural health tourism, which is popular by all circles of the society, breaks through the restriction of traditional industries, has far-reaching influence on the growth of economic benefits, strengthens the interaction and exchange between urban and rural residents, and promotes the sustainable development of rural regional economy. The rapid development of tourism industry not only helps to increase rural economic income and employment, but also plays a positive role in promoting the integration of rural industries. Under the background of urban-rural integration, rural health tourism, as a new economic form, is an important way to achieve urban-rural integration, effectively narrowing the distance between urban and rural areas, and is also important for the positive transformation of agricultural structure. At present, China's economy is in the stage of rapid development, people's living standards continue to improve, the consumption capacity of residents greatly improved, the quality of life put forward higher requirements. On the one hand, China's population of over 65 years old reached 150 million, the one-child policy has given birth to a large number of empty nesters living alone. Influenced by the traditional concept of health preserving, the retired middle-aged and old people not only have enough money and leisure time, but also have a great demand for health preserving tourism products, which provides conditions for the rapid development of health preserving resort towns. On the other hand, with the rapid development of the city,

the urban environment is destroyed seriously, the high-speed life rhythm makes people in a state of constant pressure, many people appear double "sub-health" in physical and psychological aspects, have the idea of "escaping from the city", and then have the rural health resort tourism. At present, China's rural health resort tourism is still in the primary stage, there are still many problems in the development process.

Objective: China has a vast territory. The vast rural areas have very rich tourism resources. Only on the basis of reasonable development of natural tourism resources, can we better meet the needs of consumers. Macroscopically grasping the development of tourism resources to create a unique local characteristics of rural health resort tourism. From the strategic goal, we should make the rural health resort tourism system efficient cooperation, each play an important role in order to improve the quality of regional tourism development.

Subjects and methods: Social psychology can guide social groups to reasonably use natural resources and green consumption through various forms. Reasonable development of rural health resort tourism. This paper mainly from the impact of social psychology, people can effectively and reasonably use of natural resources, green consumption, rational development of resources, such as three aspects.

Study design: Interview 10 rural tourism developers and 50 tourists to understand the development of rural health resort tourism, the existing problems and specific recommendations for rectification. Visit time is about 15min-25min.

Methods: The impact of Excel statistical social psychology on the development of rural health resort tourism.

Results: In order to promote the development of rural health resort tourism, it is necessary to make use of natural resources rationally, promote the green consumption of tourists, and develop effective resources rationally.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Influence of social psychology on the development of rural health preserving vacation tourism.

Factor	Natural resources	Green consumption	Exploit resources
Economy	4	4	4

Conclusions: Rural health tourism not only effectively pull the rural economic development, but also meet the needs of the urban population's individual health requirements. In view of the problems existing in the development of rural health care and vacation tourism at the present stage, we shall take the market development as an important orientation and government policy support as an important support, give play to the core role of health care cultural resources, promote the deep integration of rural tourism resources, and escort the healthy and sustainable development of rural health care and vacation tourism.

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RURAL COMMUNICATION STRATEGY OF MEDIA ADVERTISEMENT IN NEW ERA BASED ON COMMUNICATION PSYCHOLOGY

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Background: John Wernameck of the famous "Father of Department Stores" famously said, "Half of my investment in advertising is useless, but the problem is I don't know which half is." This sentence not only expresses the perplexity of advertisers to the waste of advertising investment, but also puts forward higher requirements and expectations for the actual effect of advertising communication. Indeed, all enterprises or organizations advertising, very much hope that advertising effectively convey their own ideas, images and products to influence and persuade consumers, and ultimately profitability. When the effect of

advertising communication is far from the expectation of the enterprise, the enthusiasm of advertising clients will be weakened, which will eventually affect the development of the whole industry. The media used in city advertisements are diverse and rich, including not only traditional media such as newspapers, magazines, radio and television, but also some new media such as the Internet and mobile phones, as well as mass advertising media such as road signs, car bodies, elevators and mobile television. In rural areas, in addition to traditional media advertising (mainly television advertising), the more common are a number of wall advertising, gift advertising, car ads and other mass media advertising, the media form is relatively single, scattered. As urban and rural media exposure and use of different habits, the dissemination of media advertising on the different effects. For example, the exposure rate and reading rate of urban audiences to newspapers are higher than that of rural audiences. Newspapers are an important source of information for urban audiences and have an important impact on urban audiences. But the newspaper advertisement to the countryside audiences influence is small. In addition, the use of some new media, such as the Internet, is also very different. The utilization rate of all kinds of network applications of rural netizens is lower than the average level of cities and towns, among which there is a big gap between urban and rural areas in such aspects as online shopping for business transactions, online banking and online payment. Rural Internet users mainly focus on entertainment, online music ranked first in the use of rural Internet users, they seldom use online shopping, online banking, etc. Therefore, the influence of online advertising on urban audiences is greater, they can make full use of online advertising information for shopping, using online banking payment. Especially the group buy website advertisement information dissemination, to the city audience influence is big. But the rural audience pays attention to this kind of advertisement few, this causes this kind of advertisement in the city the review rate and the dissemination rate to be much higher than the countryside. In rural areas, the use of advertising media because of the lack of integrity and more sporadic, such as print advertising in the form of wall advertising, wall advertising is mainly text advertising, the appeal of rural audiences is not large, and therefore stay wall for a short time. The main problem is that the cost of wall painting is high, and many advertisements are blurred by the lack of timely maintenance. Therefore, the effect of wall advertising is naturally affected by the lack of continuity and mobility. There are also various publicity carts, which are important media forms of disseminating information in rural areas. However, during the process of walking through the streets, the publicity carts are regarded as the noise of communication because of playing loudspeakers, which cannot achieve good advertising effect. There are other household appliances advertisements, which are mostly spread through the word of mouth of television stations at the county level or relatives and friends to build their own brands in rural areas, and the communication channels are relatively narrow.

Objective: These single, decentralized advertising media, to a certain extent, the dissemination of advertising limited the effect. It can be seen that under the circumstances of increasing consumer's subject consciousness and more obvious personalized trend of consumption, it is difficult for many enterprises and their products to reach the ideal effect in rural areas.

Subjects and methods: Communication psychology can effectively promote rural media advertising in the new era. This paper mainly through the questionnaire, statistical analysis of the impact of communication psychology on rural advertising communication.

Study design: Using stratified cluster random sampling method, 400 questionnaires were distributed to rural residents of different genders and ages, with a total of 400 questionnaires and 389 retrieved, with 357 effective copies.

Methods: The influence of Excel statistical communication psychology on rural advertising communication.

Results: Advertisement publishers should not only play the role of TV, newspapers and periodicals, but also make comprehensive use of the local media form in rural areas. At the same time, but also effective and correct use of wall advertising, body advertising, large billboards and banners for advertising dissemination. Secondly, we should strengthen the consciousness of integration and cooperation among different media. Based on the actual situation of rural media, we should combine all kinds of media reasonably and give full play to their own advantages, further do a good job in product publicity, and promote the maximization of advertising information in rural market.

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 assessment, the evaluation value of 400 rural residents shall be rounded off and the result shall be determined by means of average. The specific statistical table is shown in Table 1.

Conclusions: In order to cope with the changing market, it is necessary to analyze the characteristics of the audience in rural areas, and to deal with the changing market by means of marketing, communication and advertising. In short, advertising communication is a complex process, the need for advertising disseminators of each element, each link should be carefully analyzed and grasped.

Table 1. Effects of communication psychology on rural advertising communication.

Factor	Rational choice of media form	Give full play to the role of media	Effective utilization of rural resources
Rural inhabitants.	4	4	4

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ARTISTIC LANGUAGE EXPRESSION OF ADVERTISING PHOTOGRAPHY BASED ON AUDIENCE PSYCHOLOGY

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Background: Any art form has a common language, but also has its own unique language. Advertising photography, as an important means of advertising expression, has developed rapidly in our country in recent years, and has become one of the most significant forms of expression of print advertising. Advertising photography, as a category of photography, is an artistic creation technique that uses the unique artistic language of photography to spread information. Today's society has entered the era of reading pictures, survey found that with an article and a proper image works to express the same content, the results of more than 90% of people quickly accepted the content of image communication. Therefore, advertising photography has been widely used in packaging, advertising, fashion exhibitions, newspapers and magazines and many other media. In today's media, advertising wars, smoke, "killed" advertising is countless, the main reason is the lack of creativity and the performance of the mediocre language. Therefore, advertising photography attaches great importance to the innovation of performance language, calling for excellent creativity, has arrived at an urgent moment. In this paper, this reason for advertising photography on the study of artistic language innovation. Advertising photography, as a branch of photography, has its own particularity as well as the universal law of photography language. The paper divides the photographic language and the performance category into three kinds. First, the basic photography vocabulary, also known as the ontological photography vocabulary. That is to say, it is different from other artistic languages, such as the control of depth of field, the control of perspective by wide-angle and long-range, the distortion and exaggeration of wide-angle, the variation of shutter to moving image, multiple exposure, etc. These purely photographic languages belong to the basic photographic vocabulary and the design photographic vocabulary. The so-called design photography vocabulary, because it is mainly used for reference the composition of the design art and graphic creative language, such as plane composition theory in the use of photography; The third is to expand the photographic vocabulary, or postmodern vocabulary. This is a language that distinguishes advertising photography from other photographic genres. It goes deeper into the interaction between the essence of photography and its psychological impact. Photographic vocabulary develops to this stage, and advertising photography really begins to blossom into a colorful era. Advertising photography is a means of displaying commodities often used in advertising activities. It has become an industry with strong vitality and great development prospects by means of photography, which is mainly motivated by the dissemination of commercial information, based on the latest imaging technology and supported by the theory of visual communication design.

Objective: In today's increasingly globalized economy, the ubiquitous advertising in various forms has penetrated into all aspects of people's lives, or a big or subtle impact on our thinking, behavior and even values, in modern visual advertising in the form of the most common, the most influential. Advertising photography is a kind of technology and art that provides the best interpretation for advertising. Especially in today's information explosion, people are willing to accept and understand the information in the fastest way, so reading the picture has become the most accurate and fastest way to get information.

Subjects and methods: Analyzing the art of advertising photography from the perspective of audience psychology can effectively improve the effect of advertising language expression. This paper investigates and analyzes the effect of audience's psychology on the language expression ability of advertisement from four aspects: the combination of perceptual thinking and rational thinking, innovation and heterosexuality, formal aesthetic feeling and psychological suggestion and induction.

Study design: Stratified cluster random sampling method was used to investigate 600 different age, gender and occupation audiences. 600 questionnaires were distributed, 586 were retrieved and 571 effective copies were obtained.

Methods: Using Excel statistics audience psychology to improve the ability of advertising language

expression.

Results: Design thinking can start from the emotional, can also start from the rational, can be a simple emotional thinking in the whole design, through seeking differences to obtain creative thinking in advertising. According to the concept of photography, elements of the screen components, color, light sensitivity and shooting focal length for aesthetic ideas and creativity, so that the whole advertising photography picture aesthetic. Using the advertisement picture to carry on the psychological suggestion and the induction, urges the audience to have the purchase desire. The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Effects of audience psychology on language expressiveness in advertising.

Factor	Combination of perceptual thinking and rational thinking	Innovation and heterosexuality	Formal aesthetic feeling	Psychological suggestion and induction
Audience	4	4	4	4

Conclusions: Photography, as its own unique authenticity, quickness and technicality, occupies more and more important position in the field of commercial photography. Under this premise, advertising photography's excavation and innovation of new artistic language becomes increasingly urgent. First of all, due to the nature of photography with a high degree of realism, so that the audience can most vividly experience the atmosphere of goods, to avoid hand-painted and computer works untrue. Of course, advertising photography in the pursuit of authenticity, but also the subject of the moderate "beautification" and "performance", as well as the subject of a certain part or feature exaggerated performance, which does not violate the requirements of the authenticity of advertising communication. Secondly, photography advertising production is relatively fast, can be in a short period of time a large number of productions, dissemination, adapt to the rapid development of the contemporary global economy. Finally, because the development of photography technology has lowered the threshold of entry for photography, a large number of creative artists can become excellent advertising photographers without too much training. These are the basis and motivation for the rapid development of advertising photography and the growing maturity of artistic language, which have stimulated the production and development of artistic language in advertising photography.

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THE INFLUENCE OF DISCOURSE POWER OF IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' PSYCHOLOGY AND EMOTION IN THE PERSPECTIVE OF INTERNET

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Background: The reasons for the great importance of ideological and political education in colleges and universities are as follows: It not only undertakes the important task of teaching and educating people, cultivating excellent talents for the motherland, but also undertakes the great task of studying, carrying forward and spreading Marxist theory and maintaining the correct orientation of national ideology. The discourse power of ideological and political education in colleges and universities is the embodiment of its influence and dominant position. The promotion of the discourse power of ideological and political education in colleges and universities responds to the call of the state for doing a good job in ideological and political work in colleges and universities, strengthens the effectiveness of ideological and political education in colleges and universities, and maintains the correct orientation of national ideology. Entering the new era, network culture has become the "main media environment" for college teachers and students. Network culture is the crystallization of the combination of network technology and culture, which provides a new research perspective and a new research topic for the promotion of discourse power. Therefore, it is necessary to study the promotion of discourse power of ideological and political education in colleges and universities from the perspective of "network culture".

Objective: From the perspective of "Internet Plus", this paper studies the issues related to the discourse

power of ideological and political education in colleges and universities. From the educator's point of view, it is shown as follows: the guiding power of discourse context is divided, the persuasive power of discourse content is dissipated, the appeal of discourse communication is weakened, and the control of discourse effect is weakened; From the point of view of the educated, it is manifested in the following aspects: the lack of responsibility consciousness of discourse subject, the insufficiency of discourse identification ability, the loss of expression and exercise of discourse power. In view of these existing problems and then launched a new thinking: the cultivation of ideological and political network culture team to enhance the right of discourse educators; Strengthens the network culture theory construction and the innovation, promotes receives the education the speech power; Make use of the law and means of network culture communication to realize the common promotion of the discourse right of educators and educates. Colleges and universities should improve the ways of expression and communication, in order to solve the challenge of raising the right of speech.

Subjects and methods: A total of 800 questionnaires were randomly selected, including 500 questionnaires online and 300 questionnaires offline, using both online and offline methods. The content of the questionnaire includes the impact of Internet on students' life and learning style, how to treat the discourse right of ideological and political education and the reconstruction of the discourse right of ideological and political education in colleges under the Internet plus vision, the quality, connotation and channel of discourse of ideological and political education. The questionnaire was collected on the spot, with a total of 800 questionnaires and a 100% response rate. If there is more than one blank or most options are the same continuously or all options are the same, the questionnaire will be invalidated. The final valid questionnaire is 729 and the effective rate is 91.125%. The questionnaire results were analyzed by SPSS17.0 software.

Results: The result of the survey shows that there are some problems such as weak influence, insufficient guidance, lack of authority and lack of initiative. Some students doubt the right of ideological and political discourse, and think it is jumbled in content and single in form. The result is shown in Table 1.

Table 1. Part of the results of students' psychology and emotion on the discourse power of ideological and political education in colleges.

Psychological emotion	Question (%)	Superfluous content (%)	Single form (%)	Deviated specification (%)
Percentage of population	21.3	47.2	32.4	15.2

The popularity of smartphones and tablets and the operation of Chinese Internet users on a comprehensive platform for social, entertainment and business activities have changed people's way of life and affected the way of thinking, thinking habits, psychological awareness and discourse paradigm of college students.

Now we are facing a strong sense of self-identity "after 95" college students. They have wide vision, quick grasp of information and diversified thoughts, which makes the ideological and political education in colleges and universities must innovate its own discourse power to guide students. Under the new media, innovate the discourse power of ideological and political education, spread our positive energy in the form of words and expressions popular with young students, infect students and attract them. For example, make full use of micro videos, live webcasts and other direct and fast communication modes generally favored by students, enhance interaction, discover political and ideological problems of students and solve them in a timely manner. The network language also unceasingly gives the new, is surprising, is splendid, has the fresh vitality and the strong appeal. Modern timely interaction and other network platforms often mixed with some "emoticons" symbols and some strange "code", students like, easy to accept. Therefore, the ideological and political work of colleges and universities should learn to use new language and new sentence patterns to narrate, express and disseminate, not only to disseminate the socialist road with Chinese characteristics and our theoretical culture, but also to catch the hot media events, to keep up with the students' concerns, to highlight the timeliness, and to focus on content innovation and richness, to strengthen the discourse power of ideological and political education.

Conclusions: Enhancing the discourse power of ideological and political education in colleges and universities is the embodiment of doing well ideological and political education in colleges and universities. It not only plays an important role in strengthening the effectiveness of ideological and political education in colleges and universities, but also helps to maintain the correct guidance of national ideology. The research on improving the discourse power of ideological and political education in colleges and universities is not accomplished overnight, but a gradual, long and complicated process, which needs the coordination of various factors. It needs the cooperation of the educators and the educated to make the subject, content, form and carrier of discourse complement each other, so as to realize the effective promotion of the power

of ideological and political discourse and promote the active response of the students.

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INHERITANCE OF REVOLUTIONARY HERITAGE AND DISPLAY OF ARTISTIC INNOVATION IN NORTHERN SHAANXI UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Nowadays, the international definition of intangible cultural heritage is that the living cultural heritage left by the people from generation to generation originates from the life of the people, embodies the progress of the society, has a variety of manifestations, and has great historical value and research value. Common forms of intangible culture are: traditional folk customs, cultural works, folk art, folk knowledge, cultural space and so on. Northern Shaanxi revolutionary heritage as China's unique cultural treasures, is China's intangible cultural heritage in a more representative. Nowadays, new media plays an important role in the process of information dissemination and transmission. How to inherit the revolutionary heritage of northern Shaanxi in the new media environment, thus promoting the overall inheritance of intangible cultural heritage, has important research significance. Historical significance, because the development history is long, has the rich cultural inside story, not overnight may create. Due to the continuous integration and progress of today's world, intangible culture has been gradually promoted to the international market, and the Northern Shaanxi Revolutionary Heritage must meet the inevitable requirements of social and economic development.

Cognitive psychology, as a discipline, can be traced back to Plato's philosophical speculations. It was not until the 1950s that Donald Broadbent established the fundamental theoretical framework of cognitive psychology and began to move towards science. What distinguishes architectural color design cited by cognitive psychology from traditional color design is the cognitive process of perceptual subject. In the traditional color design, the cognitive process of color is simplified as a kind of stimulus-reaction-response reaction, which is a simple and primitive logical structure. Cognitive psychology interprets this process based on long-term memory, which is controlled by attention and emotion and gives meaning to short-term memory or stimulation.

Objective: Northern Shaanxi, the cradle of modern Chinese revolution, witnessed the glory of Chinese revolution from failure to success, and experienced a great course from decline to prosperity. In the torrential rain of revolution, the red culture promoted by war injects new soul into the inheritance and artistic innovation of the revolutionary heritage in Northern Shaanxi.

Subjects and methods: In the research on the inheritance of revolutionary heritage and the exhibition of artistic innovation in Northern Shaanxi under the background of cognitive psychology, this paper puts forward some new elements needing attention in design. This article mainly carries on the investigation and analysis from the long-term memory representation, the attention, the prototype and the example.

Study design: Stratified cluster random sampling method was used to investigate 300 groups of different ages, different genders and different occupations. Randomly selected students, white-collar workers, retired people each 100 people to conduct a questionnaire survey, a total of 300 questionnaires, 289 back, the number of effective copies 277.

Methods: Using Excel statistical cognitive psychology under the background of Northern Shaanxi revolutionary heritage and artistic innovation show effect.

Results: Long-term memory is the memory of experience and skill, which is influenced by all aspects of life cognition before stimulation. Through the screening of information and stimulation, the ability to filter out extraneous factors improves concentration. Taking the prototype as an example, the class feature set is implemented. In the matching process, the example can provide a direct comparison of the reference, its working rules are a class of members must have the characteristics.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding the 300 social groups assessed and averaged, with the specific statistical table shown in Table 1.

Table 1. Effects of inheritance of revolutionary heritage and exhibition of artistic innovation in northern

Shaanxi under the background of cognitive psychology.

Factor	Long term memory	Attention	Prototype	Paradigm
Student group	4	3	3	3
Working population	4	4	3	4
Group of retirees	3	3	4	3

Conclusions: Transformation is the soul of a country and a nation. Culture rejuvenates the country, strong culture strong nation. Without high cultural self-confidence and prosperity of culture, there would be no great rejuvenation of the Chinese nation. Intangible cultural heritage is an important carrier of the spirit and culture of the Chinese nation, with significant cultural value, a true witness of history, an embodiment of the wisdom of the Chinese nation, and the basis for maintaining national unity and unity. Red culture is not only the inheritance and sublimation of Chinese excellent traditional culture, but also an important part of Marxist Chinese theory. It is the most advanced socialist culture with Chinese characteristics.

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THE TRANSFORMATION AND DEVELOPMENT OF CALLIGRAPHY EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Modern cognitive psychologists emphasize that the learning of motor skills must involve cognitive elements such as perception, memory, imagination and thinking. They believe that in the formation of motor skills. Learning must understand the knowledge, nature and function related to the operation skills, recall the actions related to the immediate task learned in the past, anticipate and assume the response and action paradigm needed to solve the problem, form the goal image and goal expectation, compare and analyze their own response with the standard response of the demonstrator, make attribution, find out the error, and take countermeasures to monitor and regulate their own response. The higher the level of motor skills, the higher the need for learners to have a higher level of cognition. Calligraphy practice process can adjust nerve, relax body and mind. When I write, my vision and spirit focus on it. I think, think, remember, and give feedback. My whole body participates in activities and relaxes and calms down. Because calligraphy can regulate mood, concentrate attention, activate cognition and strengthen sensibility, healthy people can improve their psychological quality and help them master the situation and make correct judgments. Calligraphy learning is not only the training of writing skills, but also the training of cognition and thinking. In the process of calligraphy learning, we must have the ability of observation, perception, memory, representation, imagination and other cognitive abilities. With the accumulation of calligraphy art learning, the learners' nervous system and cognitive abilities have been continuously developed and improved, which has been proved by many art education institutes. In recent years, the analysis of the psychological mechanism of calligraphy learning and the function of calligraphy in psychological education have been gradually attached importance to. Psychological science, as an important tool for studying and teaching, should also be applied to the traditional calligraphy teaching, so as to establish a systematic theory of calligraphy educational psychology.

Objective: Calligraphy study is a kind of comprehensive study subject with the characteristics of both declarative knowledge and procedural knowledge. On the one hand, learners need to understand and master the basic knowledge of calligraphy and a variety of pen characteristics. On the other hand, learners need a lot of handwriting practice and imitation to learn writing skills. Therefore, for students to learn calligraphy, they must have the ability to combine declarative knowledge with procedural knowledge. Calligraphy learning includes four aspects: knowledge, skills, aesthetics, personality, that is, to master writing skills on the basis of understanding knowledge, to further comprehend aesthetics on the basis of a large number of writing exercises, and to gradually develop a good personality in the process of continuous accumulation of skills and knowledge and gradual improvement of aesthetic ability. Therefore, this study aims to explore

the transformation and development of calligraphy education from the perspective of educational psychology in order to provide reference for calligraphy education.

Subjects and methods: In a number of schools in a city, 200 students of different grades learning calligraphy were randomly divided into the control group and the experimental group, the control group was only for normal education. The experimental group undertook calligraphy education under the consideration of educational psychology. There were no significant differences between the two groups in age, gender, calligraphy level, academic achievements, study habits and family education before the experiment.

Study design: The teaching of the experimental group mainly includes the following characteristics: (1) Arouse students' curiosity and motivate them to learn books under the guidance of calligraphy culture; (2) Taking campus culture as the orientation, creating a good learning environment and cultivating students' interest in learning books; (3) Take the opportunity of calligraphy education to tap the function of calligraphy education and teach students in accordance with their aptitude to publicize their individuality; (4) Taking anecdotes of calligraphy as resources, educating students in image perception and improving their consciousness in studying books; (5) Taking inheriting the tradition as the orientation, deepening the perception of book posts and strengthening the corresponding training of learning books; (6) Exemplifying calligraphers of past dynasties, practicing basic skills constantly and diligently, and cultivating a confident spirit; (7) Lay the foundation for students' lifelong development, deeply analyze students' creativity of artistic beauty, and focus on cultivating students with artistic aura, so that they can enter the palace of calligraphy art; (8) Take life experience as the basis to expand students' artistic vision and understand the mystery of "extra-word Kungfu". Inherit and develop the educational function of calligraphy culture.

Methods: The experimental time was set to 3 months. The questionnaire was distributed to the students and the satisfaction degree of the two groups was calculated. Using SPSS18.0 software statistical survey results.

Results: The satisfaction of the two groups of students is shown in Table 1. The experimental group of students, the teaching methods are satisfied or general, all satisfied with the students. In the control group, about a third of the students were not satisfied with the traditional teaching results, and only a quarter were satisfied.

Table 1. Satisfaction results of two groups of students.

	Dissatisfied	General	Satisfy
Experimental group	0	26	74
Control group	29	46	25

Conclusions: Calligraphy education, as an important part of quality education, plays an active role in improving students' writing level and promoting their all-round development. From the perspective of teaching psychology, this paper makes a deep study on the problems and countermeasures in calligraphy teaching, and makes an active exploration and experiment on the new modes and methods of calligraphy teaching. The aim of this paper is to sum up how to improve the effect of calligraphy teaching both in theory and practice, so as to improve the students' writing level, carry forward the traditional culture and promote the students' all-round development.

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THE INFLUENCE OF THE INNOVATION AND DEVELOPMENT OF LIBRARY AND INFORMATION WORK ON READERS' PSYCHOLOGY

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Background: In the information-based today, we can receive a lot of information in our daily work and life. According to statistics, more than 20,000 articles containing new knowledge are published every day, which imperceptibly adds a lot of pressure to the library. Library's daily work is mainly to discover and collect new information, and to store and process this information, in order to facilitate the use of future inquiries. Many libraries have reached the storage capacity of saturated state, there is not enough capacity to carry a large number of information. The establishment of digital library makes the information coverage

of library more and more wide. Because of the wide sources of information, users will waste a lot of time in retrieving information, and the efficiency is low, so readers are easily conflicted, which is not conducive to effective sharing. Therefore, it is of great significance to innovate and develop library and information work of university library. Information work is accompanied by the development of the text, for the dissemination of culture has made a very great contribution. With the development of society, the importance of information becomes more and more obvious. With the continuous updating of information, library and information work has been reformed. Therefore, librarians should constantly improve their professional skills, explore new ways of work, and integrate information resources scientifically and rationally, so as to enable users to have a better experience.

Objective: Under the background of current digital information, keeping pace with the times is the newest requirement for library and information work. With the change of readers' demands and the development of information technology, library and information work should not only meet the needs of the society, but also promote the development of the library. The innovative reform of library and information work can renew the concept of library's information management and strengthen its professional ability. The function of the library is not only to store books, but also to provide users with a quality experience. Therefore, the innovation of library and information work can improve the service quality of library and optimize the user experience.

Subjects and methods: Select 100 student readers and distribute questionnaires to them. The questionnaires mainly focus on the factors that affect the readers' psychology, including static environment and dynamic environment. Static environment refers to the library's architectural design and supporting facilities, often referred to as the scene, which should be designed to fully reflect the people-oriented, user-friendly, maximum to meet the reader's reading behavior needs and psychological needs. Dynamic environment is a dual environment that librarians construct for readers to obtain knowledge and humanistic care, and to meet the readers' reading behavior needs and psychological needs. The dynamic environment embodies the service concept and comprehensive quality of librarians, which is embodied in the image, language and behavior of librarians. At the same time, the interview method is used to select 50 readers, the interview time is controlled from 30 to 90 minutes. The interview contents include the attitude to the development of library and information work of university library, the present satisfaction to library and information work and whether it supports the innovation of library and information work of university library.

Results: Statistical readers support library and information innovation reform of the psychology, the results are shown in Table 1.

Table 1. Results of reader support.

Result	No support	It doesn't matter	Support	Strongly advise
Percentage of population	0	12	53	35

In the knowledge-based economy and networked information environment, readers are no longer simply access to documents, but how to extract problem-solving knowledge from the complex information environment. Knowledge service provides readers with convenient and fast services in various forms, and is favored by readers. Library provides information products of high quality, can fully and accurately meet the needs of readers, readers are willing to come to the library to enjoy this service.

Conclusions: Under the background of informationization, the library is no longer a simple information management department and collection department, it has become an informationized data processing center. Library and information work for users to provide information level has been more in-depth. In order to do their work well, the information workers must change their inherent thinking, have a more comprehensive understanding of the arrival of the information age, have a deeper understanding of the importance of information resources, and constantly improve their professional accomplishments and skills, so that they have a more perfect ability to deal with information. The development of society requires that information workers should always have the enthusiasm to learn, and update their work skills and knowledge to meet the needs of high-speed development of information. Staff to have an accurate and comprehensive understanding of their own weaknesses, and continue to strengthen. Readers of library have various needs, so librarians and information workers should have very strong information reserves. Librarians should strengthen their information consciousness, have accurate knowledge of social and economic development trends, and have the ability to integrate and study the collected information.

The essence of library and information work is to provide service for users. In order to promote the further development of library and information work, it is necessary to innovate the work of library and information constantly. At present, the paper media has already lost the original dominant position, the digital library rises gradually, and will soon become the future mainstream of the library. Many book publishers have found great space for digital libraries. They are building their own information libraries and

satisfying users' personalized needs so that they can serve themselves according to their needs and interests. Digital library can also provide customized information services for users. Users can not only customize the information they need, but also customize the interface and services. The information workers need to collect and store information in different forms, integrate and update these information reasonably, and set up a special information database according to different specialties and subjects, so as to facilitate the users to search and bring better experience to the library users.

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THINKING AND PRACTICE OF CARRYING OUT THE PROJECT OF CULTIVATING NEW TALENTS FOR MEDICAL STUDENTS IN HIGHER VOCATIONAL COLLEGES UNDER THE CONCEPT OF POSITIVE PSYCHOLOGY

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Background: In 1998, Seligman, a former president of the American Psychological Association, first proposed the concept of positive psychology and published a special issue in January 2000 in the American Psychologist. Seligman said positive psychology aims to help people discover and use their internal resources to improve their abilities and lives. In 1998, Seligman, a former president of the American Psychological Association, first proposed the concept of positive psychology and published a special issue in January 2000 in the American Psychologist. Seligman said positive psychology aims to help people discover and use their internal resources to improve their abilities and lives. Positive psychology differs from traditional psychology, which emphasizes the treatment and repair of defects and injuries of the individual and focuses on the individual's own research and training. Positive psychology advocates the concept of positive prevention, which prevents the formation of internal systems of abilities from individuals, groups and societies, rather than correcting defects. At present, the popularity of cloud classroom platform has become a new trend in mental health education in higher vocational colleges, and the most significant teaching method is classroom reversal, which can make the current mental health education more effective. Therefore, it has been recognized by the majority of educators, and has been widely used in practical education. It enables students and teachers to interact more with each other through the mobile Internet and Internet channels, thus more accurately solving the mental health problems of vocational students. Teachers in higher vocational colleges should pay attention to the effective change of the roles of teachers and students, respect students' leading position, cultivate students' sense of ownership and encourage students to be guided by their own subjective initiative. In this case, can liberate each student's individuality, can arouse individual's subjective initiative and can tap their learning potential. Before carrying out mental health education and higher vocational education, teachers must be fully prepared to understand the needs of students' personality development and explore the positive characteristics of students. Positive psychology can lay a solid and reliable theoretical foundation for mental health education. Teachers will improve and encourage students' social adaptability according to the difficulties and setbacks they may meet in the process of independent practice. Through active learning and practice, students can achieve personal growth and development, and really achieve and improve personal happiness and sound character.

Objective: As a new subject knowledge, positive psychology is well received by teachers in the process of education and learning, which reflects the new requirements, new standards and new contents of mental health education. Teachers in higher vocational colleges should attach importance to the basic contents and values of mental health education, and focus on the current situation of education and educational activities.

Subjects and methods: In order to arouse students' enthusiasm for participation, teachers must pay attention to students' psychological guidance to ensure students' good emotional experience and help students generate more positive emotions. Of particular importance is regular training and independent practice for students. Teachers must adopt practical teaching strategies and methods to develop students' good experience, positive psychological and emotional abilities, so as to enable them to successfully complete their personal social practice and to interact and communicate with others. This paper investigates and analyzes the three aspects: developing mental health education and practical activities, formulating scientific and reasonable goals of mental health education, and effectively cultivating college students' excellent quality.

Study design: Stratified cluster random sampling was used to investigate 600 medical students in different schools, genders and grades. Totally, 600 questionnaires were distributed, 584 were retrieved and

569 effective copies were obtained.

Methods: Using Excel statistics "positive psychology" under the concept of the implementation of higher vocational medical students mental training new project results.

Results: Higher vocational colleges should carry out the practice of mental health education in the principle of content orientation and various forms, and strive to build a more practical platform for students' mental health. For a small number of students with psychological problems, we should take active measures to effectively intervene in order to improve their psychological adaptability. Cultivating the excellent quality of college students can not only help college students to set up strong self- confidence, but also set an example for them to improve their psychological state and form healthy and positive personality. The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. The Effect of carrying out the project of cultivating new talents for medical students in higher vocational colleges under the concept of positive psychology.

Factor	Mental health education and practical activities	Scientific and rational goal of mental health education	Cultivate excellent qualities of college students
Student	4	4	4

Conclusions: Positive psychology is the basis and premise of establishing health education model in higher vocational colleges. Through scientific application, we can change teaching concept and enhance teaching model. From the perspective of positive psychology, college and psychology teachers should be able to effectively promote the thinking and practice of the project by fully understanding positive psychology, setting up scientific positive psychology courses, optimizing the campus atmosphere and changing the way of teacher-student relationship.

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ON HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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Background: Nowadays, the management and development of human resources in enterprises has gradually become a topic of concern to psychologists and entrepreneurs. In an enterprise, the enthusiasm of employees has a great impact on the efficiency of work. More and more entrepreneurs and management psychology researchers have done profound research and discussion on this issue. Therefore, it is put forward that whether the management psychology plays an important role in human resource management and development from the perspective of management psychology. Management psychology is a discipline that regards the development of human psychology, behavioral phenomena and psychological process as the object of study, and it is a subordinate structure of industrial psychology. In modern management science, management psychology is defined as "people-oriented" model, the key is the "people-oriented" concept of the management model, which is different from other psychological disciplines. As a part of modern productive forces, management psychology is inseparable between socialized mass production and production technology, with the progress and innovation of science and technology. The bourgeoisie has put forward new management theories and methods, thus improving the interpersonal relationship caused by contradictions in the relations of production. Therefore, the emergence of management psychology plays a vital role in solving the contradictions between the parties of social relations of production. The emergence of this new management model theory has laid a theoretical foundation for psychology. Under certain conditions, in order to improve efficiency to arouse people's enthusiasm, the quality of work is improved on the basis of improving structure and efficiency, and the development of management level is also improved through the improvement of work efficiency to achieve the final win-win effect. There are two main tasks of management psychology, one is to improve the work efficiency of enterprises and staff, the other is to train and train the staff psychologically. Only by grasping the individual's psychological activities and their demands, can we make relevant policies and methods in management, so as to improve the efficiency of employees and productivity. Only by grasping and absorbing the subject knowledge, can we apply it to our

work, which has positive effect on improving our work enthusiasm and interpersonal relationship.

From the above, management psychology can solve the productivity problem of individual and team by adjusting interpersonal relationship and enhancing team cohesion. Through the exertion of the function of management psychology, the plan and arrangement of one's own life will be clearer, the psychological law in management will be grasped, the personnel of an organization will be reasonably and effectively allocated, the overall efficiency of an enterprise will be more efficient and quickly, and the meaning created by one will be embodied in the overall flow.

Objective: With the rapid development of the world economy, management psychology has not only made a great contribution to the field of psychology, but also played a great role in human resource management. Enterprise human resource management and development has become a topic of concern in various fields, which shows that management psychology plays a unique role in modern economic competition.

Subjects and methods: Under the background of management psychology, this paper studies the management and development of human resources from three aspects: the application of management psychology to talent selection, the application of talent in line with the post and the application of talent retention.

Study design: Questionnaires were distributed to 600 employees. All the three companies selected 200 employees to test. The questionnaire was required to be completed once for all. Each person filled in the questionnaire for about 20 to 30 minutes. A total of 600 issued, 587 recovered, the number of effective copies of 576.

Methods: Using Excel statistical management psychology in the development and application of human resources in enterprises.

Results: From the perspective of management psychology, by setting up different posts, enterprises can improve the overall quality of each employee in the team, and then enhance the overall image of enterprises. Through the psychological quality and physiological requirements of employees, strengthen communication with employees, in the actual work of the relevant content of training and learning, will further grasp the physical and mental quality of employees, and gradually adapt to the needs of the job, the space for personal development has played a positive role. Understand the real needs of employees and try to meet, staff loyalty to the enterprise and work enthusiasm will be increased, while staff will also meet the needs of enterprise development.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results are rounded to the average of 200 employees per company. The statistical table is shown in Table 1.

Table 1. Application of management psychology in human resources development in enterprises.

Factor	Talent selection	Qualified Personnel and Posts	Talent retention
Enterprise A	3	4	4
Enterprise B	4	3	3
Enterprise C	3	4	3

Conclusions: Through the study and discussion of the concept of management psychology and the role of management and development of human resources in enterprises, management psychology plays a vital role in the selection and employment of human resources. Especially in this era of fierce competition, enterprises should carry out more effective management of human resources development through various aspects, understand management psychology, and really apply it to human resources development of enterprises. Only by using management psychology to develop and cultivate talents, can enterprises have the power of progress.

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THEORETICAL AND PRACTICAL RESEARCH ON COLLEGE INTERVENTION IN INHERITING INTANGIBLE CULTURAL HERITAGE UNDER EDUCATIONAL

PSYCHOLOGY

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Background: Intangible cultural heritage is created by our ancestors in the process of survival and development with the relentless pursuit of ideals and beliefs, and through countless generations of conscious inheritance to survive to this day. It is the common spiritual home and spiritual world of the Chinese people, the link of national emotions, the spiritual nourishment of the existence and development of the Chinese nation for thousands of years, and the unique identity of the Chinese nation. Cultural self-confidence is a more basic, broader and deeper self-confidence of a nation and a country, and is a solid backing for safeguarding the cultural sovereignty of a country. A high level of cultural self-confidence needs full cultural backing, and cultural self-confidence without cultural backing can only be superficial and cannot withstand any wind and rain. As an important part of excellent traditional Chinese culture, NO Legacy is the key factor for the Chinese nation to maintain cultural competitiveness in its own cultural pattern, and it is our deepest soft power, which must be inherited and carried forward to strengthen the confidence of culture. Young students are not only the owners of cultural self-confidence, but also the practitioners of cultural self-confidence. They must enhance the confidence of culture and consciously assume the responsibility of safeguarding the national cultural sovereignty. Colleges and universities can rely on inheriting the unique advantages of non-legacy, let the unique charm and excellent quality of non-legacy into students' vision, infiltrate the bottom of students' hearts, integrate into students' veins, and make students emit the light of Chinese culture from the inside out. Talent cultivation is the primary function of colleges and universities, and moral cultivation is the fundamental of colleges and universities. Under the influence of the current "cultural marketization", pragmatism, cynicism and utilitarianism have swept over the culture of colleges and universities, which makes the culture of colleges and universities to some extent present a state of vulgarization, entertainment, assimilation, simplification and instrumentalization. Such a cultural situation is difficult to shoulder the responsibility of cultural education. Since ancient times, there has been a tradition of enlightenment in China, which has historically proved the inculcation and educating function of the excellent traditional Chinese culture. As an important part of excellent traditional Chinese culture, non-legacy works have been handed down to the present day through historical precipitation. They are vividly rooted in the people and contain the unique spiritual connotation, value concept, aesthetic concept, humanistic quality and moral norms of the Chinese nation. They are not only grounded, but also of profound educational value. They are excellent resources for colleges and universities to create a cultural and educational environment.

Objective: Intangible cultural heritage is the essence of national culture, is the country's major cultural assets. In recent years, under the great impetus of the country and the society, it has become a common understanding that colleges and universities shoulder the historical mission of inheriting non-legacy. However, the practical problem is that the effect of inheritance is not satisfactory, and some colleges and universities only carry out inheritance because of "following the fashion", "following the situation" and "going through the motions". In the final analysis, it is due to insufficient attention, insufficient understanding and ineffective measures taken by colleges and universities. Therefore, it is very important for colleges and universities to explore the significance of the times, clarify the main content of inheritance and explore the effective measures.

Subjects and methods: Taiping mud is a traditional folk articulate clay toy in Zhenjiang, which has profound cultural connotation and artistic value. However, like most of the non-legacy status quo, Taiping Mud is also in an endangered state, facing the problem of inheritance and development. This paper investigates and analyzes from three aspects: deepening theoretical research, providing inheritance guidance, setting up classroom teaching, setting up inheritance platform, blending in campus culture and creating inheritance atmosphere.

Study design: Stratified cluster random sampling method was used to investigate 400 students of different ages, genders and majors. 400 questionnaires were distributed, 387 were retrieved and 374 effective copies were obtained.

Methods: The effect of Taiping Mud, a non-material cultural heritage, is called by using Excel statistical educational psychology.

Results: The theoretical research should not only focus on the inheritance of universities, but also give full play to the function of universities to serve the society, so as to provide theoretical reference for the protection and inheritance of local non-legacy. Classroom teaching is the most effective platform for college students to pass on their knowledge and skills in a planned and organized way, which is conducive to improving the timeliness of inheritance. In order to let the non-legacy into students' hearts, colleges and universities can integrate the non-legacy into campus culture, let students feel the unique charm of the

non-legacy in a strong cultural atmosphere, arouse students' strong interest in the non-legacy, so as to generate a strong love and pride in the national culture of the motherland, and consciously assume the historical responsibility of inheriting the non-legacy. At the same time, it can help students to be influenced and influenced by advanced culture in the colorful campus culture, which is conducive to improving students' humanistic quality and moral sentiment, and truly realizing the goal of educating people with culture.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Effect of educational psychology on college intervention in inheriting intangible cultural heritage.

Factor	Deepening theoretical guidance	Offer classroom instruction	Create an atmosphere of inheritance
Student	4	4	4

Conclusions: Intangible cultural heritage is an important part of the excellent traditional Chinese culture. Carrying out intangible cultural heritage inheritance in colleges and universities is of great significance to the continuation of national "soul", the preservation of national "roots", the enhancement of cultural confidence, the maintenance of national cultural sovereignty, the implementation of moral cultivation and the improvement of the quality of education in colleges and universities. The intangible cultural heritage skills and intangible cultural heritage knowledge are the main contents of intangible cultural heritage inheritance in colleges and universities. The development of intangible cultural heritage inheritance in colleges and universities should be clearly defined, follow the principle of multi-channel and multi-path collaborative promotion. Inheritance is the soul of protection. The strength of inheritance not only determines the validity of non-legacy protection, but also determines the length of non-legacy life. Colleges and universities, as a learning institute of national culture, have five functions: training talents, scientific research, serving the society, cultural inheritance and innovation, and foreign exchange and cooperation. Understanding the time significance of the inheritance of non-legacy in colleges and universities is conducive to improving the importance of the inheritance of non-legacy in colleges and universities, clarifying the main contents of the inheritance of non-legacy in colleges and universities is conducive to strengthening the pertinence of the inheritance of non-legacy in colleges and universities, and exploring the powerful measures of the inheritance of non-legacy in colleges and universities is conducive to guiding practice. Only by improving the effectiveness of the inheritance of non-legacy in colleges and universities can we give full play to its value and charm.

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THE CULTIVATION OF CRAFTSMAN SPIRIT IN MODERN HIGHER VOCATIONAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Among the pre-Qin scholars, Zhuangzi's thought had a unique style. Zhuangzi, with its individualized expression, embodies its natural development and other educational ideas, has great enlightenment on modern education, especially the educational ideas contained in Zhuangzi. Health preserver, such as loving one's post and devoting oneself to one's work, persisting in one's work, striving for perfection, conforming to nature, etc. Modern higher vocational education in China undertakes the important task of cultivating high-quality technical and skilled talents for the society, and the cultivation of craftsman spirit is also its important mission. We should cultivate students with Zhu Hengyin spirit, have a responsible and dedicated attitude to the post work, and have a sense of mission to fear the occupation. We should teach students in accordance with their aptitude and educate them to respect their major and future work seriously and carefully. Education students to set up professional ideals, adhere to theoretical learning and practical training, starting from bit by bit, from now on, focus on heart, not disturbed by social noise, not by the temptation of fame and fortune, adhere to the dream, unremitting discipline, whether smooth sailing or hardship, cannot lose that perseverance and morale. As a modern higher vocational education in our country, we should cultivate students' respect and love for the study and future work of our majors. Since we have chosen a major and a career, we should love our posts and devote ourselves to our work. We should study hard and keep growing. We should not spend three days fishing and two days

fishing in the net. The vivid practice of "Great Power Craftsman" enlightens our country's modern higher vocational education. Only by cultivating students to love their own jobs, be down-to-earth, diligent and conscientious, can they achieve something and expand the value of life.

Objective: Zhuangzi's thought has a distinctive feature in the pre-Qin hundred schools of thought, especially the educational thought embodied in Zhuangzi. The educational thoughts of Zhuangzi · Health Preserver, such as loving one's post and devoting oneself to one's work, keeping improving and adapting to nature, are of great significance to the cultivation of modern higher vocational education and craftsman spirit in China.

Subjects and methods: Our country modern higher vocational education, regarding the student must cultivate the ingenuity, the forging skill, will achieve the future. In the cultivation of craftsman spirit of students, the most important is the cultivation of students' professional skills. Therefore, many higher vocational colleges will put professional skills as the core of student learning.

Study design: Stratified cluster random sampling method was used to investigate 400 students of different ages, genders and majors. 400 questionnaires were distributed, 389 were retrieved and 378 effective copies were obtained.

Methods: Using Excel statistical educational psychology to examine the educational thought of Zhuangzi, the effect of cultivating the spirit of craftsmen in modern higher vocational education is studied.

Results: Through the strong support of national policies and the active efforts of the vocational and educational circles, the higher vocational students will become the craftsmen welcome in the community, so that craftsmen have a professional reputation, higher sense of gain and honor. China's modern higher vocational education should carry forward the spirit of craftsmen, strengthen the cultivation of high-quality technical talents, and realize the transformation from made in China to made in China intellectually, from speed to quality and from products to brands.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Effect of Zhuangzi's educational thought on cultivating the spirit of craftsmen in modern higher vocational education in the perspective of educational psychology.

Factor	Promote awareness	Organize activities	School-enterprise cooperation
Student	4	4	4

Conclusions: Chuang Tzu believed that when people come into the world, they should be born; when they leave the world, they pass away. So long as we are content with nature, sorrow and joy will not enter our hearts. Although human life is limited, but human beings should respect nature, know nature, explore, conform to the law of development, live in the moment, work hard, happy natural life. Summing up experience, transferring knowledge, harvesting achievement and happiness, realizing one's own life value. This reflects Zhuangzi's people-oriented values of life. As a modern higher vocational education in our country, we should take the students' healthy development and happy life as the goal, the cultivation of human beings as the fundamental task, the promotion of practical ability as the key point, perfect the education mechanism of combining morality with skill and combining work with study, and cultivate high-quality and skilled talents with craftsman spirit. Students shall be guided to take the initiative to study, understand the industry, integrate into the profession, and not be disturbed by the ever-changing external complicated society. Insistence shall be made from the heart, and self-loss shall be avoided. Students shall be at ease in the classroom, diligent in practice, enjoying learning, respecting individuality, playing to their strengths, studying laws, following nature, loving labor and working honestly. This requires the modern vocational education of our country to inherit and carry forward the spirit of craftsmanship, to make it rooted in the hearts of teachers and students, to comply with the trend of the times, to be more persistent, more diligent and dedicated, to be more dedicated to the new state into the construction of socialism with Chinese characteristics in the new era, to strive to realize the dream.

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MODERN INTERIOR SOFT DECORATION DESIGN DRIVEN BY COLOR PSYCHOLOGY

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Background: In recent years, more and more attention has been paid to soft decoration. Through the artistic expression technique, urges the people to start to pay attention to the environment, to relax, to enjoy the life. As one of the seven elements in soft-fitting design, color plays a very important role. Color, as a wonderful thing, expresses people's emotion and association by means of hue, purity, hue and contrast, affects people's psychological and physiological reaction, and even affects people's objective understanding and view of things. It is the visual sensation of visible light. Any kind of design is inseparable from the color, when we enter a room, the first thing we see is the color of the object. Color is the essence and soul of soft design, other elements are also determined by it, grasp the accurate color collocation method to determine the success or failure of works. Color is an essential visual element in people's life, which can arouse people's first visual sense. Color has a certain symbolism; its characteristics have been running through human life from ancient times to the present. The ancient concept of color, talking about the appearance of the royal phase of the color of aristocracy - yellow, the civilian population cannot use its color; Speaking of the 2008 Olympic Games emerged in China's color - red, Chinese athletes to the venue vibrant; Speaking of the funeral appeared sad color - white, at the foot of the mountain is the funeral procession dressed in white robes; Talking about the color of the postman's hope-green, the postman who wears a dark green Zhongshan suit and a dark green cap on a dark green Phoenix bicycle and carries a dark green canvas bag knows that he is the postman who sends his relatives far away. In the contemporary multi-dimensional design, the symbolism of color has penetrated into people's ideology and daily life.

Objective: Psychologists believe that people's first sense is the visual, and the visual impact is the largest color. Color, as one of the seven elements in soft decoration design, plays a very important role. Color, as a wonderful thing, expresses people's emotion and association by means of hue, purity, hue and contrast, affects people's psychological and physiological reaction, and even affects people's objective understanding and view of things. The function of color in space is to satisfy visual enjoyment, regulate people's psychological emotions, adjust the intensity of indoor light, and reflect people's living habits. Through the use of contrast and harmony of different colors will match the different styles and feelings of space. Therefore, in the soft design, the study of the common psychology of color is very important, designers to take into account the feeling of color, which will make the design work more popular.

Subjects and methods: The reason that color can affect a person's state of mind and mood is that color comes from nature's innate factors. The blue sky, the bright red blood, and the golden sun... When you see the colors associated with nature's innate colors, you naturally associate them with the sensory experiences associated with these natural objects. This is the most primitive effect. The reason that color can affect a person's state of mind and mood is that color comes from nature's innate factors. The blue sky, the bright red blood, and the golden sun. When you see the colors associated with nature's innate colors, you naturally associate them with the sensory experiences associated with these natural objects. This is the most primitive effect.

Study design: Therefore, the choice of color in the design can use the color of nature, so that people feel comfortable and comfortable. And the breath of nature into the indoor living room, embellished the space, bring vigorous vitality to the space.

Methods: The Influence of statistical color psychology of excel on modern interior soft decoration design.

Results: Bright, strong colors used for individual embellishment will increase the overall vitality and interest; Still can use the same kind of color of different shades to do superposition, increase the administrative levels of integral space feeling, let its look more capacious and not drab. If it is a large space, then warm colors and dark colors can make the large space appear warm and comfortable. Strong, conspicuous decorative colors are suitable for large space decorative walls to create visual focus, such as unique wallpaper or hand-painted. So, to avoid the same color decorations scattered in all corners of the room, so that large space is more diffuse, lack of center, near the color decorations will focus on the room.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Influence of color psychology on modern interior soft decoration design.

Factor	Bright, strong colors	Homogeneous overlay	Warm and dark colors
Small space	4	4	3
Large space	3	3	4

Conclusions: The function of color in space is to satisfy visual enjoyment, regulate people's psychological emotions, adjust the intensity of indoor light, and reflect people's living habits. Therefore, in the soft design, designers to take into account the feeling of color, which will make the design work more popular.

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CONSTRUCTION OF COURSE EVALUATION SYSTEM FOR COLLEGE STUDENTS'PSYCHOLOGICAL HEALTH EDUCATION

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Background: The aim of the course is to improve the psychological quality of all the students and fully tap their psychological potentials, so as to keep a correct understanding of themselves, enhance their ability to adjust themselves, endure setbacks and adapt to the environment, and cultivate their sound personality and good psychological quality. In view of the particularity of the mental health education course for college students, the emphasis of the evaluation of the course is not only the teaching and mastering of knowledge, but also the improvement of students' knowledge and psychological quality. Therefore, the course should have its own scientific evaluation standards to enhance the effectiveness of the mental health education course. Due to the fact that the mental health education course for college students has always been taught in large classes with a large number of students and insufficient teachers, many schools generally use summative assessment to evaluate students. Although this kind of evaluation is highly operable, it is not conducive to arousing students' interest, emotion and attitude, nor to improving students' psychological quality in an all-round way. As a public course, students' mental health education has always been evaluated by means of summative examination. This kind of teacher as the main body of the single evaluation method does not meet the "student-oriented" educational philosophy, but also cannot meet the needs of mental health education curriculum development. Obviously, the mental health education course for college students must establish a "multi-evaluation" system to meet the needs of curriculum reform and student development.

Objective: Mental health education courses for college students have always adopted the mode of public elective courses in large classes with complex professional backgrounds and students coming from all majors and grades. The aim of mental health education course for college students is to improve the psychological quality of all students, so it is unreasonable to simply adopt the way of final examination to determine students' mental health. The evaluation of this course should not only focus on how much psychological knowledge the students have mastered, but also on whether the students have internalized what they have learned in class and whether their psychological quality has been improved. So the course of mental health education for college students should have its own scientific evaluation standards to enhance the effectiveness of the course. This research will discuss the methods of the evaluation of the effect of mental health education from three aspects: the subject, the content and the form of the evaluation.

Subjects and methods: Methods: 300 college students were selected; 300 questionnaires were sent out and 300 questionnaires were retrieved. The content of the questionnaire includes the enthusiasm of college students to participate in collective activities, college students' self-evaluation, interpersonal relationship, psychological scale and scores. All questionnaires were completed anonymously. Using the Excel table statistical survey results.

Results: Combined with the results of the questionnaire survey, the indicators of college students' mental health education curriculum are shown in Table 1.

Table 1. Indicators of mental health education for college students.

Indicators	Classroom participation evaluation	Evaluation of extracurricular learning process	Assessment of routine operations	Terminal evaluation at the end of term
Number of supported/%	87.5	53.7	84.2	86.4

(1) Participation in classroom activities. The teaching design of mental health education course usually includes questionnaire, interview, group activities and so on, which can make the soul precipitate, arouse psychological potential and develop self. Therefore, the classroom adopts the way of self-evaluation and mutual evaluation according to the form of group. This way of classroom evaluation can let the students

perceive and supervise their learning state, and can encourage themselves to participate in class activities, and can greatly improve their ability to participate in collective activities.

(2) Evaluation of the extracurricular learning process. In order to achieve the effect of the course, it is often necessary to assign homework to the students. For example, the content of knowing oneself can let the students evaluate themselves by interviewing roommates, friends, classmates, teachers, parents, etc., and form a relatively complete and clear self-awareness combining with their own understanding of oneself; when it comes to the content of dormitory interpersonal relations, the students can be investigated in advance by questionnaires on dormitory relations, and discussed in class groups according to the results of the investigation and their own understanding of dormitory relations.

(3) Assessment of daily operations. Teacher in the first class when divided into groups, groups as a unit to complete the usual two group assignments, the group itself. Students are required to submit both a description of their work and a grade for each member of the group. Teachers according to the completion of the group work to give a benchmark score, accounting for 50% of an operation, the group members given the average score of 50%, and then this is calculated as a 10 production of an operation score.

(4) Final evaluation at the end of the period. The final grade evaluation is a summative evaluation method, which usually takes the form of final examination or short paper, and the results of the course study are mainly examined. What this kind of appraisal method finally detects is the student to teach the knowledge to grasp the degree, is not big with student's study process, take the teacher as the main body, the student is only the passive appraisal object, is not big with student's study process relations, does not favor the student to own student process reconsidering.

Conclusions: At present, the way to prevent and intervene the psychological problems of most college students is through the course of psychological health education. Therefore, it is imperative to discuss and analyze the indexes and factors that affect the effect of mental health education of college students, and form a set of reasonable evaluation index system to improve the teaching quality of the course, guarantee that the course of mental health education of college students will not deviate from the training goal, improve the effectiveness of the course, and make the teaching of psychological course more just, objective and comprehensive evaluation.

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APPLICATION OF DESIGN PSYCHOLOGY IN ENVIRONMENTAL LANDSCAPE ART DESIGN

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Background: From the beginning of human life, people are very concerned about the environment. Since the development of human society, people's understanding of the environment has been deepening. Broad environmental design covers almost all ground environments on the earth's surface and all areas of design related to landscaping and decoration, while the broad concept and scope around the interior and exterior design of buildings covers almost all ground environments on the earth's surface and all areas of design related to landscaping and decoration. After the Industrial Revolution in the West, the Western economies developed rapidly. But the environmental problems, such as river pollution and air pollution, have become more and more serious. People have to rethink the relationship between human beings and the environment. From 80's to 90's, some designers in our country began to pursue the concept and development of environmental design. During this period, many countries set sustainable development as the basic national policy of their own development, and environmental design was highly valued. However, due to the development of this field in our country is still at the initial stage, our industry is relatively scarce of excellent design talents, while many foreign excellent design talents and works, high level of artistic attainments, and convenient digital media information exchange, in this case, various styles and forms of works are affected, leading some designers to blindly learn from the West. Environmental design, as a representation of art, has a strong sense of belonging. How to put people first, pay attention to the relationship between environment and people, environmental design and the excellent culture of our country, design the classic and excellent works, we need to reflect and innovate, select the essence, discard the dross, enrich the excellent culture of our nation, and form our own national characteristics. After the Three Industrial Revolutions, the rapid development of science and technology, human beings are no longer limited to meet the basic survival needs, but began to pursue a higher level of psychological needs. Design

philosophy puts people in the first place and transforms from "machine-oriented" to "human-oriented". Therefore, design psychology emerges at the historic moment and develops into a subject of great importance.

Objective: With the rapid development of today's world, people's living standards are getting higher and higher, the quality of production and life is also increasingly high. Environmental design is a combination of science and art, it combines practical and aesthetic functions, can make people's physical and mental pleasure.

Study design: Stratified cluster random sampling method was used to investigate 600 groups of different ages, different genders and different occupations. 600 questionnaires were distributed, 589 were retrieved and 573 effective copies were obtained.

Methods: The application effect of Excel statistical design psychology in the design of environmental landscape art.

Results: The "people-oriented", to create a comfortable and pleasant environment for people, reflecting the man-made ecology. Man is the user of landscape. So consider the user's requirements first. Through the artificial environment and natural environment and other elements of the design, adding the emotional experience and psychological feelings.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding the 600 social groups assessed and averaged, with the specific statistical table shown in Table 1.

Table 1. Application of design psychology in environmental landscape art design.

Factor	Psychological influence	Emotional need	Environmental construction
Group	3	4	4

Conclusions: Design psychology is particularly important to environmental design. There are many factors affecting human psychology and understanding of environment, such as social class, occupation, age, gender and so on. Therefore, we must consider people's own psychological and emotional needs, a lot of factors will affect the human psychological needs and the understanding of the environment. Different architectural space, design requirements are also different, should consider the psychological factors are also different. The relationship between design psychology and environmental design should be further studied, and the theoretical framework should be elaborated systematically and scientifically to provide good theoretical basis and practical experience for future development.

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THE APPLICATION OF INTERACTIVE TEACHING TECHNIQUES TO IMPROVING MIDDLE SCHOOL STUDENTS'PARTICIPATORY LEARNING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the study of human learning, the effect of educational intervention, the psychology of teaching, and the social psychology organized by schools. The focus of educational psychology is the application of psychological theories or research to education. Educational psychology can be used to design curricula, improve teaching methods, promote learning motivation and help students face the difficulties and challenges encountered in the process of growth. Therefore, in the perspective of educational psychology, the reform of teaching model is one of the current research hotspots. In today's curriculum teaching, participatory learning has been widely concerned. Reversing classroom is to change the role of teachers and students in traditional teaching by reversing the arrangement of knowledge imparting and internalization, and re-planning the use of classroom time to achieve the reform of traditional teaching mode. Therefore, it is of great significance to use the interactive teaching in the overturning class to guide students' learning.

Objective: Reversal classroom is a subversion and reversal of the traditional classroom, which is a new

teaching mode and insists on the student-centered teaching concept. Reversal of classroom reversal of the status of teachers and students, which emphasizes the learning process of students rather than the teaching process of teachers. In the context of the Internet, teachers can make full use of Internet technology and Internet resources to provide students with a variety of learning resources, and guide students to complete the self-learning before class. In the class, the teacher can lead the students to put forward the puzzles and puzzles in the process of self-study, and solve them through the interaction, cooperation and discussion of the whole class, so that the students can internalize the knowledge into their own knowledge.

Subjects and methods: In order to explore the importance of interactive teaching skills in improving middle school students' participatory learning, this paper studies the feasibility and effectiveness of overturning classroom teaching mode. Two classes of middle school students in a middle school were chosen as the research subjects. The same teacher taught the same class. Two different teaching models were used. One class used preset teaching model and the other class used participatory teaching model based on flip class. Then Liflanders interactive analysis system, analysis of the two classes of language behavior ratio of teachers and students, students speaking ratio, teacher questions and so on. On the basis of educational psychology, this paper fully understands the connotation and elements of overturning classroom, and designs a participatory teaching process. Preset teaching and participatory teaching were used in the two classes respectively, and the video was recorded.

Study design: The whole course teaching is divided into three stages:(1) During the pre-class preparation stage (the process of knowledge acquisition), the teacher shall, according to the teaching objectives and tasks of this class, carry out the teaching design, and then, according to the heavy and difficult points of this class, adopt Camtasia Studio 6.0 software to make micro-lessons, and then put the prepared micro-lessons, teaching PPT, and mark preparation and evaluation questions on the 4A platform for students to study and evaluate independently before class, summarize the questions raised in the forum, and bring them to the class for discussion with the students.(2) During the course (the process of internalizing knowledge), the teacher shall, according to the teaching design, answer the questions put forward by the students, explain and comment on them. Students study in groups according to the questions put forward before class, discuss and report in groups, so as to improve the students' participation and comprehensive quality. (3) After class (the evaluation stage of knowledge), students may finish the homework assigned by the teachers, and may go to the 4A platform to watch the micro lessons and the teaching PPT again, or communicate and interact with the teachers on the 4A platform forum.

Methods: The language behavior ratio, students' speaking ratio, teachers' questioning, teachers' interaction between teachers and students of the two classes were tested.

Results: It is found that students dare to express their ideas and speak actively in the flipping class, which shows that interactive teaching techniques have better teaching effects in the flipping class. But the classroom teaching atmosphere is dull, the teacher and the student lack the interaction, the student study enthusiasm and the enthusiasm are bad. The statistical results of students' initiative in the two classes are shown in Table 1.

Flip the questions in the classroom to stimulate students to think, guide students to learn. Through the video we found that the questions are some open questions, students take the initiative to speak significantly higher than in the classroom, students actively express their views and ideas in the classroom, classroom atmosphere more harmonious. In the classroom, the ratio of teachers' questioning is less than 10.5%, the main reason is that teachers need to complete the teaching of knowledge within the prescribed time. But we find that students are still willing to take the initiative to speak when teachers ask questions. Therefore, we should ask more questions to stimulate students' thinking.

Table 1. Classroom comparison of students in two classes.

Classes	Teacher questioning ratio/%	Active response ratio of students/%
Reversal classroom	55.7	53.2
Instructional teaching	10.5	51.6

Conclusions: Reversal of the participatory teaching model can improve the effect of teacher-student interaction, break the teacher-centered teaching model, and make teachers change from knowledge givers to students' learning guides and promoters. Has certain advantages, mainly in:(1) Helping students to realize personalized learning and cultivate the ability of autonomous learning. The participatory teaching mode based on inversion classroom realizes the student-centered. Students are the main body of learning activities in the classroom, students can watch micro video at any time and any place to learn, can watch video according to their own progress and needs, students can also according to their own learning progress and needs, carry out selective personalized learning, develop their ability of autonomous learning and

independent analysis of problems. (2) Facilitating the enhancement of teacher-student interaction. In the participatory teaching mode of overturning classroom, the interaction between teachers and students is strong, the relationship is harmonious, and it is helpful for learners to internalize and transfer their knowledge. (3) Helping to reduce students' cognitive load. The process of knowledge imparting in the classroom and the process of knowledge internalization in the classroom can make the teachers and students communicate with each other, so as to stimulate the students' thought collision, reduce the students' cognitive load, and enable the learners to make better use of learning resources and improve the learning effect.

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MENTAL HEALTH ASSESSMENT OF TOURISM PRACTITIONERS

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Background: With the gradual integration and deepening of the Internet and tourism, the tourism industry has entered a new stage of popular and industrialized development, the demand for tourism has been growing, and the tourism industry has entered a new era of "wisdom, individuality and integration". The characteristics of the tourism era require tourism practitioners to have good psychological quality, the will of self-improvement, self-reliance, self-confidence and strong, optimistic and positive attitude towards life. In addition to mastering the necessary professional skills, tourism practitioners must have a good psychological quality and master the psychological characteristics of various guests. One of the professional characteristics of tourism service is that the situation is complex and changeable, and the work of tourism service is not only complex but also changeable. First of all, the objects of service are complex, with different ages, occupations, genders, religious beliefs and educational backgrounds, and different personalities, habits and hobbies. Secondly, the needs of service targets vary greatly, and the needs of people of different ages, different genders and different educational backgrounds are also different. Once more, must process the complex human relations, but also must face each kind of spirit and the material enticement. Only in this way can we deal with the complicated and changeable situation, do a good job in service, and become the guide and attendant that the tourists like.

Objective: With the development of tourism industry, the physical and mental health of tourism employees is different from that of ordinary people because of their long working hours, poor regularity and complicated situation. Mature defense mechanism can provide effective psychological protection for people, and provide theoretical basis for understanding the characteristics of defense style and mental health of tourism practitioners and for further proposing feasible psychotherapy and intervention strategies. This survey focuses on the comparison of mental health status of different tourism practitioners, so as to provide reference and reference for guiding tourism practitioners in a timely manner.

Subjects and methods: From October 2019 to May 2020, the method of cluster sampling and random sampling shall be adopted to select 200 tour guides and other service personnel respectively from a city tourism company. The tour guide group was divided into study group and other service personnel as control group. The control group and the study group were matched by sex, age and education level to exclude serious physical and brain organic diseases. The study group consisted of 100 patients aged 25-55 years, averaging 35.6±6.3 years and 17.2±6.1 years of schooling. The control group 100 cases, age 25-55 years old, an average of 32.9±7.5 years old, an average of 17.9±5.8 years of education. There was no significant difference in sex, age and educational level between the two groups.

Study design: SCL-90 was used to evaluate mental health. Five grades were used to calculate the total score and somatization, compulsion, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia, psychosis as indicators of mental health.

Methods: SPSS17.0 statistical software package, statistical data results. F test was used for the measurement data, correlation analysis was used for the correlation test, and $P < 0.05$ was the significant difference threshold.

Results: The score of somatization, compulsion, anxiety and paranoia was statistically significant ($P < 0.05$), but no significant difference was found between the two groups. The result of symptom self-rating

table was as shown in Table 1.

Table 1. Symptom self-rating scale.

Project	Research group	Control group	*F* value	*P* value
Somatization	1.81±0.42	1.31±0.57	9.05	<0.05
Obsessive-compulsive disorder	2.15±0.64	1.56±0.65	10.85	<0.05
Sensitivity	1.43±0.64	1.60±0.59	1.79	>0.05
Depression	1.49±0.41	1.59±0.91	0.84	>0.05
Anxiety	2.07±0.51	1.43±0.45	11.95	<0.05
Hostility	1.36±0.55	1.45±0.46	0.74	>0.05
Terror	1.65±0.41	1.49±0.43	1.68	>0.05
Paranoia	1.94±0.63	1.35±0.63	10.71	<0.05
Psychotic nature	1.33±0.27	1.29±0.43	1.05	>0.05

Conclusions: Healthy people in modern society should be the perfect unity of physical health, mental health and good social adaptability. With the development of society, market competition is very fierce, people's psychological distress increases, the incidence of mental illness is also rising. In such an environment, mental health is becoming more and more important. Mental health is an important basis for good mental quality, and good mental quality is an important guarantee for mental health. In the tourism industry, tourism practitioners face a variety of complex environment and a variety of different service targets. To do a good job in service and grass-roots management, must have a hard-working spirit, with a strong will to overcome all kinds of difficulties. In order to do a good job in tourism management and service, tourism practitioners must have the ability to properly resolve various contradictions. The improvement of tourism service quality requires not only the tourism practitioners to have extensive knowledge and proficient professional skills, but also the most basic abilities and qualities such as keen observation, strong cognitive ability, good memory and attention, strong communicative ability and good language ability. Among them, the tour guide service is a special service industry, tour guides for most of the year, often with a great deal of mental pressure, with good psychological quality is more important.

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AN ANALYSIS OF THE INTEGRATION OF PERSONALITY PSYCHOLOGY AND IDEOLOGICAL AND POLITICAL EDUCATION IN MODERN UNIVERSITIES

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Background: Personality psychology, as one of the branches of psychology, can be simply defined as the study of a person's unique behavior patterns of psychology. Personality includes not only character, but also belief, self-concept and so on. Specifically, "personality" refers to a group of consistent behavioral characteristics of a person. The composition of personality varies from person to person, so each person has his or her own uniqueness. This uniqueness makes it possible for everyone to react differently to the same situation. Personality psychologists study the makeup of the personality and its formation to anticipate its effect on shaping human behavior and life events. Personality is the inner tendency of an individual in behavior. It is the integration of ability, emotion, need, motive, interest, attitude, value, temperament, character and physique. It is the self with motive consistency and continuity, which makes the individual form a characteristic psychosomatic organization in the process of socialization. With the rapid development of economy, the idea, behavior pattern and value orientation of the people have changed greatly. Under the background of pluralistic value, changeable thought and various culture, the outlook on life, values and world outlook of college students are easy to conflict and change in the forming process, and the external influence of family and society, the psychological problems of college students are paid more and more attention to, and the importance of psychological education in colleges and universities is confirmed once again. At the same time, the traditional ideological and political education in colleges and universities is facing great challenges in the era of rapid economic development, social transformation and cultural renewal. Traditional methods, means and contents of ideological and political education are generally

questioned by teachers and students. How to improve the effectiveness of ideological and political education has become a common concern in academia and practice.

Objective: Personality psychology, as one of the branches of psychology, can be simply defined as the study of a person's unique behavior patterns of psychology. Psychological education is an effective means to improve the level of ideological and political education, and ideological and political education is a necessary supplement to improve the effectiveness of psychological education. Although psychological education and ideological and political education belong to different teaching practice and different professional fields in higher education, they have the same educational objects, similar educational ideas and similar educational approaches. At present, the ideological education in colleges and universities is facing the challenges of multiple values, changeable thoughts and diverse cultures. It is of great significance to explore the integration characteristics of psychological education in colleges and universities and ideological education in order to enhance the effectiveness and timeliness of ideological education in colleges and universities.

Subjects and methods: Methods 350 college students were selected to take the ideological and political education test. College students were randomly divided into two groups, one as the control group, including 180 people, only daily education and ideological and political education. The experimental group consisted of 170 people who underwent ideological and political education from the perspective of personality psychology. Before the experiment, there were no significant differences in personality, academic achievement, family status and mental health between the two groups.

Study design: The teaching methods of integrated personality psychology in the experimental group were: Ideological and political education follows the discipline law of psychology and deals with some contradictions in teaching from students' cognition, emotion, personality, behavior and social relations. At the same time, the design of ideological and political teaching content accords with students' psychological needs, such as easy-to-follow, more interesting courses, more practical cases to arouse students' communication, etc. On the other hand, in the course design of psychological education, we should pay attention to the explanation and guidance of values and world outlook, such as life ideal, belief creed, etc. In a word, from the angle of psychology, we should use the theory and means of psychology to eliminate the psychological obstacles of students, and integrate the thought to form the correct values, outlook on life and outlook on the world.

Methods: Two groups of students were given questionnaires to test their satisfaction with the curriculum design. And use SPSS17.0 statistical data results.

Results: Two groups of students' satisfactions with the curriculum design are shown in Table 1.

Table 1. Student satisfaction with curriculum design for two groups.

Crowd		Percentage/%
Experimental group	Dissatisfied	5.26
	General	41.46
	Satisfy	53.28
Control group	Dissatisfied	7.19
	General	50.78
	Satisfy	42.03

Under the examination-oriented education system, the mental health education is easy to be neglected by the educational administrators, which makes the college mental education floating in the form. The main reason is that the psychological education in colleges and universities lacks clear educational direction and quantitative indicators, which is difficult to solve the psychological problems faced by college students. The results in Table 1 show that students are more receptive and more satisfied with the design of such courses by incorporating personality psychology. In fact, if we want to thoroughly solve the psychological problems of students, we should help them establish a correct direction of life development, reasonable ideals and goals, and correct beliefs. Only in this way can we really achieve the application goal of psychology - to improve the quality of human life, which is precisely the important content and goal of ideological and political education. Therefore, we can draw a conclusion: The perfect ideological and political quality and theoretical accomplishment of college students are the ideological basis and premise of forming healthy psychology and sound personality.

Conclusions: At present, the social thought culture presents the multiplex tendency, in the solid advancement socialism culture powerful nation construction advancement, the social thought is multiplex must establish the leadership, gathers the consensus, exalts the mainstream. As the main front and battlefield of national ideological education, colleges and universities must accelerate the integration of

psychological education and ideological education to form the resultant force of ideological education and enhance the effectiveness and effectiveness of ideological education in colleges and universities.

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EXHIBITION AND CULTURAL CONNOTATION OF ECOLOGICAL CIVILIZATION OF THE YELLOW RIVER BASED ON HUMANISTIC PSYCHOLOGY

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Background: At present, most of the humanistic psychologists think that animism psychology, psychoanalysis psychology, existentialism psychology, humanism psychology, phenomenology psychology, transcendent psychology and postmodernism psychology belong to the orientation of humanistic research in psychology. From the birth of psychology, there are two orientations, namely, scientism orientation and humanism orientation.

The spirit of the Yellow River is the knot of the Yellow River culture in the new era, is the wonderful work of the national spirit. For thousands of years, the descendants on both sides of the Yellow River, fighting against floods, droughts and floods, and evil forces, have formed a distinctive feature of the Yellow River culture and the Yellow River spirit. From Dayu to the Yellow River, this spirit came down in one continuous line in the history of Yellow River governance. In the mid- 1980s, sixteen words summed up the Yellow River spirit with the flavor of modern life, that is, hard work, realistic pioneering, unity, selfless dedication.

Objective: Generally speaking, ecological civilization is all the efforts and achievements that human beings have made to realize the harmony between man and nature in the process of reforming nature for their own benefit. It is a civilization paradigm following the primitive civilization, agricultural civilization and industrial civilization, which aims to construct a harmonious and consistent life of natural law.

Subjects and methods: Humanistic psychology is to study the psychological occurrence and change law of individuals and groups in the social interaction. It can effectively promote the exhibition and cultural connotation of the Yellow River ecological civilization. This article mainly carries on the interview investigation from the humanities psychology to the Yellow River ecology civilization influence way. Through inquiries to the Yellow River harnessing staff, the cultural dissemination worker and the local populace, understands the Yellow River ecology civilization the influence degree.

Study design: Using the method of interview and analysis, 30 workers of Yellow River harnessing, cultural communication workers and local people were interviewed for 20 min-30 min.

Methods: The influence of Excel statistical humanistic psychology on the spread of the Yellow River culture.

Results: Thousands of years of the Yellow River culture gave birth to the unique spirit of the Yellow River, along the Yellow River in the struggle, integration, governance, control, life and death depend on the Yellow River, the Yellow River spirit into the blood, put into action, had today's harmonious coexistence with the river, benefiting China's great situation. Today, we Yellow River people are facing the key period of the deep development of the Yellow River Reformation and the most active period of the Yellow River people's thought. It can be said that the spirit of the Yellow River is rooted in the soil of the Yellow River culture, excellent traditional culture and the spirit of the people, is a distinct regional characteristic of the Yellow River, is rich in the essence of the era portrayal of the Yellow River.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Influence of humanistic psychology on the dissemination of cultural connotation of the yellow river.

Factor	Cultural value	Spiritual core	Harmonious coexistence
Yellow River harnessing staff	4	3	3
Cultural communicator	4	4	3
Local people	3	3	4

Conclusions: The Yellow River is the mother river of the Chinese nation, an important part of Chinese

civilization, the root and soul of the Chinese nation. The culture of the Yellow River, which has a long history, is an important foundation of cultural confidence. The Yellow River Basin is an important ecological barrier and economic zone in China, as well as a relatively concentrated region of poor population. The Yellow River has become the most complex and difficult river in the world because of its less water and more sand, different water and sand sources and fragile ecological environment. Therefore, the fundamental, directional and overall major issues concerning the ecological protection and high-quality development of the Yellow River Basin can be solved through the ecological protection and high quality of humanistic psychology of the Yellow River Basin, the interaction and coordination between academic research and the practice of Yellow River control can be promoted, the wisdom of all parties concerned can be gathered, all forces can be gathered and the policy can be better implemented.

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THE POSITIVE INFLUENCE OF CHINESE TRADITIONAL CULTURE EDUCATION ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: Traditional culture deeply influences Chinese people's thoughts, behaviors and psychology. Engaged in mental health education, we must recognize the impact of culture on people's psychology and behavior, familiar with China's cultural background and the relationship between mental health. Exploring the cultural foundation of college students' mental health education not only helps to understand and deal with the relationship between moral education, physical education and aesthetic education, but also is of great theoretical and practical significance to the establishment of contemporary college students' mental health education system with Chinese characteristics. The core of Chinese civilization is traditional Chinese philosophy, and the exploration of human inner life provided by Chinese traditional philosophy is of great value. It is neither a Western science nor a Western religion, but a kind of knowledge of inner reflection. Although it has no specific psychological part, it has its unique theoretical elaboration and spiritual cultivation, and penetrates the social and psychological customs, and constructs the unique psychological life style of local culture. If we change the angle, we will find that the philosophical exposition of psychology of each school can be regarded as a systematic psychological exploration of understanding, explaining and interfering with people's psychological life. Some contemporary college students are confused in their political beliefs, vague in their ideals and beliefs, weak in their sense of honesty and credibility, lack of sense of social responsibility and poor psychological quality.

Objective: For most freshmen, a series of new environments, such as unfamiliar campus, new interpersonal relationship, new learning content and life style, require students to have strong adaptability and endurance. At the same time, both in physiology and psychology, college students are in the process of rapid change. Therefore, one of the core contents of college students' mental health education should be to strengthen their ability to adapt to setbacks and endure setbacks. Traditional culture to resist the setbacks of the spirit of detachment and tolerance can ease the psychological inadaptability. Therefore, exploring the positive influence of Chinese traditional culture education on college students' mental health is helpful to alleviate and improve college students' mental health.

Subjects and methods: The survey randomly selected 300 undergraduates (all from full-time colleges and universities), aged 20-23 years, with an average age of 22.3 years. The students were randomly divided into two groups, one as the observation group, no special education, the other as the experimental group, the experimental group, the experimental group, set up an elective course of traditional Chinese culture, all the experimental group students learn 1-2 hours every day. After 60 days, the mental health outcomes of both groups of students were tested before and after education. Using SPSS17.0 and Excel at the same time, this paper analyzes and sorts out the survey data by means of comparison, induction and summary.

Results: Before the experiment, there was no significant difference between the two groups, but after

the experiment, the mental health of the experimental group was higher than that before the experiment.

Table 1. Statistical results of students' mental health before and after the experiment.

Groups	Before experiment	After the experiment
Experimental group	86.58±3.2	91.87±4.5
Observation group	87.94±2.2	84.64±3.3
t	1.022	9.284
P	>0.05	<0.05

In the process of human social activities in ancient China, the process of ancient people's practice is actually the process of social formation. The history of a society is always formed under a certain cultural background, and under the influence of this background it is reflected among every member of the society. This kind of common compliance between the members of society has become a specific form of cultural value. But this kind of cultural value shape also displays the different social psychology characteristic in the different area.

Chinese traditional culture can provide necessary cultural support for the healthy growth of college students' psychology, which is mainly reflected in the following aspects: First of all, Chinese traditional culture contains rich philosophical principles, which contain rich practical content of ancestors, and can effectively guide college students to make contributions to their own psychology. Secondly, Chinese traditional culture also includes a wealth of good moral education. Chinese traditional culture is extensive and profound, the Four Books and Five Classics, Confucius and Mencius, and other doctrines contain a lot of content to persuade people to good and to virtue. These contents have the extremely vital role and the significance regarding the contemporary university student mental health education.

The whole Chinese nation has created its unique national spirit and will quality in terms of national spirit, value orientation and ethical value. It can be said that a lot of Chinese traditional culture involves people's self-psychological adjustment, which contains a wealth of resources for mental health education, which is more realistic and long-term.

Conclusions: In the process of educating and guiding college students' mental health, proper integration of Chinese traditional culture can play a good role in guiding college students and improving their ideological quality and behavioral value consciousness. Finally, the overall quality of higher education should be ensured to improve the mental health of college students.

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EXPLORING THE EFFECTIVE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN ENGLISH TEACHING

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Background: Educational psychology is an interdisciplinary subject between educational science and psychological science. It discusses the process and characteristics of language use and language learning, aiming at improving the actual effect of teaching and learning and serving teachers and all people who study and study. According to the present situation of educational psychology and the specific situation of education, we can understand that educational psychology is a science to study the basic laws of psychology. For a long time, traditional English teachers have been focusing on the study of textbooks, ignoring the great role of this subject in actual teaching. Nowadays, the role of educational psychology in the teaching process has been paid more and more attention. In English teaching, if teachers want to achieve satisfactory teaching results, they should study students' psychological development and learning ability from all aspects, and make a reasonable plan and application according to their own teaching experience. The combination of psychological education and English learning for some teachers and students is still relatively strange, which also requires a long-term practice, it is impossible overnight. Therefore, in the process of daily

teaching activities, teachers should grasp students' psychological characteristics and have a clear understanding of students' actual needs, so as to make students change their views on English learning from the perspective of mentality, make students actively explore and analyze the knowledge they have learned, and make the classroom efficiency further improved. In order to meet the requirements of English practicality in modern society, it is necessary to study deeply educational psychology and study the combination of psychology and English teaching.

Objective: In traditional English teaching, teachers often focus on textbook analysis and classroom teaching. In this process, teachers tend to neglect students' psychological development. With the development of the new form of modernization, people have realized more and more deeply that the influence of educational psychology on teaching is of great importance. For English learning, psychological education can play a great role in inspiring. Paying close attention to the psychological education of students and improving the teaching efficiency of English class fundamentally is also the direction that English teachers should consider. This study will probe into its influence and application in English teaching from the perspective of educational psychology.

Subjects and methods: Take 200 students in a certain school as the research object, randomly divide them into experimental group and control group. There is no significant difference between the two groups. Using the same teacher, teaching the content of the same English lesson, using two different teaching models, the experimental group teachers applied the knowledge of educational psychology; In the control group, only ordinary teaching was carried out, and two classes were videotaped. In the experimental group, the students should be divided into three levels according to their different learning ability, learning level and psychology, and different teaching methods should be adopted to meet different requirements. In the classroom teaching let the result good student do has the certain difficulty the practice, achieves the enhancement the goal; Make sure the middle school students do some exercises to protect their study enthusiasm, and let the poor students do some easy exercises to increase their self-esteem and confidence. Thus, every student has the chance to practice the foreign language. For the students above the middle level, we should do some exercises after class and encourage them to read more English books in order to expand their knowledge. For some students with poor learning ability, poor grades and asked them to master the most basic words, phrases, sentence patterns, in short, on the upper, middle and lower levels of students were taken to different teaching. Students should be treated equally in class regardless of whether their grades are good or bad. In teaching, teachers should give priority to praise and encouragement, and should not damage students' self-esteem in public. Some poor students, after class, the lack of knowledge and skills, respectively, to take different measures, enthusiastically give timely help and counseling. Test the results of two groups of students.

Results: The average scores of the two groups before and after the experiment are shown in Table 1.

Table 1. Statistical form of academic performance.

Groups	Before experiment	After the experiment
Experimental group	80.35	92.17
Control group	79.95	82.15

The results of Table 1 show that the students in the experimental group have improved significantly after a certain period of time, which shows that the use of educational psychology in English teaching can effectively improve students' learning performance.

Conclusions: Educational psychology plays a very important role in English teaching. An excellent English teacher should have a comprehensive understanding and in-depth study of it so as to fully grasp the psychological laws of students so as to educate students correctly and effectively. The application of educational psychology in English teaching has become a trend and an important factor in improving students' English ability and classroom teaching quality. Teachers should control the rhythm more effectively, enrich the teaching content, attach importance to the influence and application of educational psychology on teaching, and let students actively participate in English learning in various effective ways, so as to improve students' comprehensive language application ability.

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PROBLEMS AND COUNTERMEASURES OF PSYCHOLOGICAL HEALTH EDUCATION MANAGEMENT FOR COLLEGE STUDENTS

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Background: Under the background of the rapid development of social economy, the pressure of social competition affects people's mental health. In particular, college students, they are at the turning point of life, the psychological development is not perfect, it is easy to be disturbed by environmental factors and psychological problems. Although colleges and universities have attached great importance to the mental health education of students, take various measures to prevent mental health problems, but there are still some problems. This needs to draw the attention of colleges and universities, find out the problems in mental health education and timely take measures to promote the healthy growth of college students. Many colleges and universities do not pay enough attention to the mental health of students, and regard the mental health education as a form to cope with the supervision and inspection of higher authorities. They think the mental health education is not important and cannot solve any substantive problems at all. Therefore, many colleges and universities will only regard the mental health education of students as a form problem, and seldom invest necessary funds and policy support in the mental health education. Another university thinks it is necessary to educate the students' mental health, which can solve all the students' mental problems and solve all the problems that can't be solved by ideological and political education. These two kinds of understanding of mental health education are very extreme, are not conducive to the development of mental health education. At present, there is a great lack of teachers of mental health education in many colleges and universities. Even many colleges and universities do not employ professional teachers because they do not attach importance to mental health education. Most of the teachers of mental health education are concurrently held by teachers of moral education, administrative cadres, medical personnel and other personnel. Due to the lack of professional knowledge and training, the effect of these personnel in mental health education is not very ideal. Even some colleges and universities have professional teachers of mental health education whose consultation skills are not very professional, which may affect students' mental health education, and may even cause secondary harm to students' physical and mental health. Therefore, great attention should be paid to the mental health status of college students, to the mental health education, to provide a good learning environment for college students and to improve their mental health.

Objective: From the psychological point of view, college students are a special group in the development of psychology and physiology, because the campus is different from the primary and secondary schools. In this environment, the main psychological characteristics of college students are emotional behavior and poor psychological quality. The resulting psychological problems easily lead to a series of problems, such as weariness, strange behavior and even suicide. In order to understand the mental health of college students and analyze the main factors affecting their mental health, we can effectively carry out teaching and student management, prevent and control mental diseases.

Subjects and methods: The survey covers students from the first year to the third year. The survey is carried out in the places with high concentration by random sampling. Questionnaire was distributed in the teaching building at random time and collected on site. A total of 400 questionnaires were distributed and 378 were collected. Using SCL-90 symptom self-rating scale, developed by Dero-Gatis, L. R., there were 10 factors and 90 items. Its contents include a wide range of psychiatric symptoms, such as thinking, behavior, emotion, living habits, interpersonal relationships. Each item of the scale adopts a 5-grade scoring system, that is, 0-no, 1-light, 2-medium, 3-quite heavy, 4-serious, the higher the score, the more likely it is to have psychological problems. Using SPSS17.0 software statistical survey results.

Results: Statistical SCL-90 abnormality of college students, get statistical analysis table as shown in Table 1.

Table 1. SCL-90 exception analysis table.

Project	Somatization	Obsessive-compulsive disorder	Sensitivity	Depression	Anxiety	Hostility	Terror	Others (additions)
Number/%	13/3.5	55/14.5	68/18.0	70/18.4	37/9.7	59/15.6	50/13.2	26/7.1

Conclusions: Mental health students should be preliminarily diagnosed and classified. Counselors in each class can follow and pay close attention to the students with mental health problems, and guide and intervene them. According to the severity of students' psychological problems, we should have an interview to find out the influencing factors of students' psychological problems and solve them in time. In addition, we should improve the feedback mechanism and evaluation mechanism of mental health to provide the basis for mental health education in colleges and universities. Secondly, we should set up special courses of

mental health education. According to the requirements of relevant departments, colleges should set up compulsory courses and elective courses of mental health education, and carry out some special lectures and training classes on mental health for students of different grades in colleges in a planned way, so as to help students overcome psychological obstacles and promote students to establish correct life values. Finally, we can carry out a variety of mental health education activities to guide students to actively participate in various mental health education activities, so as to guide students to develop in a positive direction. Colleges and universities can carry out mental health education activities through various channels, stimulate students' enthusiasm for participation, and help students set up correct life herding treasures.

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THE PERSPECTIVE OF EXCHANGE THEORY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: As a major theoretical school in the post- Parsons era, modern social exchange theory came into being and gradually developed from the reflection and criticism of Parsons' structural-functionalism. Based on the basic hypotheses of psychology, economics and anthropology, combined with the classical sociological exchange theory, sociological research paradigm and philosophical speculative logic form, the theory tries to give a more reasonable and more convincing explanation of human behavior, social structure, social order and the relationship between human and society. Although its core concepts and basic hypotheses converge in the course of its development for many years, the focus and direction of its development and the vision of its theoretical research have shown a great division in the process of its continuation by later scholars. Summing up the main ideas of modern social exchange theory, we find that many of its conceptual assumptions and theoretical statements can be traced back to classical sociological theory and other disciplines. To be exact, the modern exchange theory is gradually perfected in the process of revising and sublating different exchange theories inside and outside the discipline. Behaviorism exchange theory embodies its theoretical proposition by constructing a series of theoretical propositions. It includes successful proposition, stimulating proposition, value proposition, deprivation satisfaction proposition, attacking approval proposition and rational proposition. Looking at these theoretical propositions constructed by Horman, it is easy to find that the premise assumptions of these propositions are rational people. In his world of theory, people repeat paid actions, respond to these rewards related stimuli, and act according to the values they place on things. The criterion of fairness depends on the past experience of the actors and the comparative group that the actors identify with. He explains the origins of power and authority in terms of the minimum interest, holding that power arises when one person's ability to provide remuneration to another is greater than the ability of the other to provide it to him.

Objective: Social exchange theory is different from the structural functionalism theory. Social exchange theory pays attention to the exchange behavior between people. Social exchange theory holds that human behavior is based on reasonable choice, and people hope to maximize the benefits through action, and the cost of expectation is the smallest.

Subjects and methods: From the point of view of psychology, the social exchange theory has some connotative value. Social exchange theory recognizes the hierarchical system of society. Because of the different living environment and social status, each person's social status is different, so the resources that each person has for exchange have been determined by his social status to some extent. Therefore, people's social status is not equal, in the exchange of relations cannot be equally exchanged. Therefore, this article mainly analyzes the exchange theory through the principle of fairness, the principle of openness and the principle of moderation.

Study design: Stratified cluster random sampling method was used to randomly select 600 people of different ages and sexes, a total of 600 questionnaires, 573 valid questionnaires were collected.

Methods: Using Excel statistical analysis of social psychology on the exchange theory.

Results: Social exchange theory is the result of the study of human social behavior. Social exchange theory is the product of the fusion of sociology and psychology and belongs to the research results of social

psychology. Therefore, the analysis and correct evaluation of social exchange theory from the perspective of psychology can promote the development of social psychology theory and perfect social psychology theory system.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding off the average of 600 people, with the statistical table shown in Table 1.

Table 1. Influence of social psychology on exchange theory.

Factor	Principle of fairness	Principle of openness	Principle of moderation
Public	4	4	4

Conclusions: Modern social exchange theory, as an important theoretical school in the field of sociology, came into being and developed in the dialogue, reflection and criticism of structure-functionalism represented by Parsons. At the same time, the development and evolution of modern sociology exchange theory is also a continuous reference, learning from economics, anthropology and psychology, and inheriting and enriching the classical sociology exchange.

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PSYCHOLOGICAL STRATEGY RESEARCH ON ENHANCING CUSTOMER LOYALTY IN BRAND MARKETING

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Background: The world has entered the era of brand competition, how to make their brand stand out in many similar products, the recognition and love of consumers, has become an important issue related to enterprise life and death. Among them, establishing and maintaining customer loyalty to the brand has become the core issue of brand building. However, under the background of economic globalization and competition internationalization in the 21st century, consumers have higher requirements for brands, more diversified consumption behavior, faster brand switching frequency, and lower brand loyalty. To the enterprise brand operation and the brand loyalty cultivation proposed the sterner request. Under such circumstances, how to cultivate and improve the brand loyalty of customer groups in the operation and management of enterprises has become an important issue. Brand loyalty is the measure of consumer's affection for the brand. When the product of a certain brand appears and competes with other brands of the same product, what attitude the customer holds to him is a kind of criterion to judge the customer's loyalty to his brand. In 1978, Jacoby and Chestnut put forward the concept of behavior and attitude as two dimensions of brand loyalty by summarizing more than 50 viewpoints about brand loyalty in foreign literatures. Behavioral loyalty refers to the fact that consumers continue to buy a brand in practice. Attitude loyalty means that the personality of a brand coincides with the customers' life style and values, and the customers have feelings for the brand, and then show the desire and behavior of continuous purchase. The level of customer behavior loyalty is affected by attitude loyalty to a great extent.

Objective: With the development and perfection of our market economy system, the market competition is becoming more and more fierce. Market competition is the competition of customers, and it is the mission of enterprises to survive and develop. In this process, one of the obvious characteristics is that the traditional practice of building a competitive advantage with products as the core gradually weakens the role of competition gradually shifted to the channels and services. Enterprises should not only constantly strive for new channels, open up new markets and increase market share, but also strive to maintain the existing channels, cultivate loyal channels and stabilize market share. Channels play an intermediary role between enterprises and end customers, and their role is beyond doubt. Therefore, who has the channel, who has the market. Standardizing and strengthening channel relationship marketing and promoting channel loyalty is one of the effective ways to win the market and enhance the competitiveness of enterprises.

Subjects and methods: Marketing has a long history of research on human needs and motives. It is believed that customers will pursue maximum welfare according to rational judgment, and that customers are rational. This paper aims to promote customer loyalty by determining the importance of attributes in a

product category, collecting attribute information of competitive brands and judging the level of attributes of competitive brands.

Study design: Stratified cluster random sampling method was used to conduct a random survey of 600 customers, a total of 600 questionnaires, the recovery of 578 valid questionnaires.

Methods: Using Excel statistics brand marketing to enhance customer loyalty in the psychological strategy.

Results: The purchase behavior of the customer is produced by certain purchase motivation, and the purchase motivation is produced by some unsatisfied needs, including physiological needs and psychological needs. With the improvement of living standard and demand level, psychological needs play a more important role in purchasing motivation and purchasing behavior than physiological needs.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results are rounded to the average of 600 customers. The statistical table is shown in Table 1.

Table 1. Psychological strategies for enhancing customer loyalty in brand marketing.

Factor	Product category attribute importance	Competitive brand property information	Competitive brands by attribute level
Customer	4	4	4

Conclusions: In the market economy, more and more enterprises gradually realize that customer demand psychology is an important axis to promote the development of enterprises. Only by accurately grasping customer demand psychology and its changing law, coordinating the business decision-making and competitive strategy of enterprises, can we fight a beautiful "war of the heart" and occupy the market for a long time. The cost of access to new channels is often higher than the cost of maintaining loyal channels, especially in an oversupplied market, the cost of access to new channels will become increasingly expensive. But the contribution of the new channel to the profit of the enterprise is just less than the old channel, in some industries, the new channel cannot even provide profits to the enterprise in the short term. Formulating and implementing channel loyalty management strategies, providing comprehensive and differentiated services for channels, improving channel delivery value, fulfilling high channel commitment and shaping brand image are important guarantees for enterprises to maintain long-term and two-way interaction with channels. How to establish and protect channel loyalty has become a focus of channel relationship management theory and business circles. As a form of marketing innovation, psychological marketing is gradually being envisaged by scholars and marketing workers of all ages. Psychological marketing is a kind of marketing idea which is guided by market demand, applies psychological principles, studies customer's psychological activities and their changes, and makes decisions accordingly. Psychological marketing is the inevitable result of the development of relationship marketing.

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EMPIRICAL ANALYSIS OF ECONOMIC PSYCHOLOGY BASED ON CHINA'S FINANCIAL MARKET

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Background: There are many investors in China's capital market, but they can be divided into two types: public funds, private funds, social security funds, insurance companies and small and medium investors. Institutional investors account for about 40% of the total funds, but due to their large amount of individual funds trading, coupled with information advantage in the trading process, so it is in the dominant position in the market. Despite the large number of small and medium investors, holding about 60% of the total amount of the market, but often in the transaction of their own, weak, in the market in a subordinate position. This kind of institutional investors as the core, many small investors as the basis of the investment

structure is the most basic characteristics of China's capital market. Generally speaking, institutional investors have more professional means of investment and financial management, and the advantages of information also make their investment activities forward-looking. On the contrary, the medium and small investors can't compare with the institutional investors in investment idea and investment mode, and they have the characteristics of adaptability expectation. This also determines that the investment in China's capital market is an economic behavior guided by institutional investors and widely participated by small and medium investors.

Capital markets have wealth effects that benefit the majority during periods of upturn, while they also diminish wealth during downturns that cause losses for the majority of investors. It is the characteristics of the capital market that lead to the game relationship between small and medium investors and institutional investors. There are both cooperation and conflict.

Objective: The volatility of the market is largely due to irrational investment behavior of investors, and this investment behavior is closely related to people's psychological factors. The development of things has its internal law, so does the capital market, and its trend mainly depends on the economic fundamentals. But the capital market is also the activity place which the general investors widely participate in, its change also receives people's economic behavior and the psychological factor influence. The improvement of economic and psychological quality of investors is of great significance to reduce market fluctuations and investment losses.

Subjects and methods: The development of things has its internal law, so does the capital market, and its trend mainly depends on the economic fundamentals. But the capital market is also the activity place which the general investors widely participate in, its change also receives people's economic behavior and the psychological factor influence. The improvement of economic and psychological quality of investors is of great significance to reduce market fluctuations and investment losses. This paper aims to improve China's financial market by standardizing the corporate governance of listed companies, perfecting the rules and systems of stock trading, cracking down on various illegal acts and strengthening the stimulation or aid to the real economy.

Study design: Stratified cluster random sampling method was used to randomly select 600 people of different ages and genders in the financial market. 600 questionnaires were sent out and 569 valid questionnaires were collected.

Methods: Using Excel to analyze the economic psychology of China's financial market.

Results: In the age of full circulation, the structure of corporate governance is becoming more and more perfect, and the flexible incentive mechanism of employees makes the management level of the company continuously improve and correct the problems constantly, so as to establish the image of good faith of the company in the eyes of investors. We shall improve various rules and systems for stock trading, severely crack down on various illegal acts, set up a block trading platform, strictly punish insider trading, and regulate the reduction of holdings of large and small shares. Strengthen the stimulation or assistance to the real economy, and alleviate the real economy with higher costs caused by the appreciation of the RMB and the rise of raw material prices.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding off the average of 600 people, with the statistical table shown in Table 1.

Table 1. Economic psychology of China's financial markets.

Factor	Regulating corporate governance	Perfect stock trading rules	Aid for real economy
Public	4	4	4

Conclusions: Investor's investment behavior is not completely rational, in many cases are shown as an irrational behavior, especially in the loss, chagrined for investors to reduce the irrational factors of stock market volatility is multifaceted, any policy or economic environment changes, will have an impact on the stock price, the stock price ups and downs inevitable. The independent judgment of Chinese investors is poor, especially the small and medium investors. But its judgment ability enhancement, cannot leave the specialized knowledge the accumulation and to the information collection. Only through self-learning on the company's future development to make a comprehensive analysis and forecast, and then form their own accurate judgment. Finally, optimizing the structure of investors can also improve the overall economic and psychological quality of Chinese investors. China's investment structure is also an important factor causing market volatility, mainly because the proportion of small and medium investors is too large. Because of the limitation of investment mode and idea, the investment behavior of small and medium investors is often

irrational. When the market becomes better or worse, the herd effect will enlarge the market fluctuation, which is not conducive to the stability of the market. Therefore, to improve the current investment structure, on the one hand, we should vigorously develop institutional investors, increase their proportion in the market, to protect their investment ideas and the amount of capital play a leading role in the market, in order to maintain market stability. On the other hand, to strengthen the education and guidance of small and medium investors, so that they keep a good attitude in the changing market, reduce irrational behavior in operation.

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THE DESIGN AND DEVELOPMENT OF CERAMIC CREATIVE PRODUCTS FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: With the rapid development of China's economy in recent years and the arrival of the era of knowledge economy, cultural and creative industries in China have been germinating and developing. The emergence of this phenomenon is the inevitable requirement of economic restructuring, the symbolic embodiment of the era of knowledge-based economy, and the embodiment of human demand at a higher level. People's instinct is to constantly achieve their own material and spiritual "needs" to meet. After the physiological and security needs of the lower level are met, the higher level of social needs, respect needs and self-fulfillment needs begin to evolve. This demand usually connects the physical objects or service behavior, which is the original driving force of consumption. In other words, the rise and development of creative industries is to meet the high level of human demand, as well as stimulate consumer behavior. As one of the important branches of traditional industry, ceramic industry also needs to innovate and renew in the face of the transformation of economic structure and the upgrading of consumption demand.

With the development of economy and society, we have entered the era of knowledge-based economy in the 21st century. A series of changes about people's life style and spiritual pursuit caused by information expansion are forcing industrial design to face the historical turning point. Ceramic industry from the initial daily use of porcelain, porcelain art to the development of sanitary porcelain, porcelain and porcelain used in building industry and other areas of life. But from the perspective of the whole national economy, the whole ceramic industry is still a small category. From the material point of view, due to glass, plastic, hardware and other modern materials widely used, to a certain extent, replaced some of the ceramic categories, and make ceramic products market share decreased. From the scientific and technological point of view, the new research and development of domestic ceramics, new technology is slowly developing. From the design point of view, the homogenization of daily-use ceramic products is extremely serious and the awareness of new functions in new life scenes is weak. Ceramic products do not have enough innovative vitality factor, therefore, although the increasingly widespread use of ceramics, but the impact on people has become increasingly weakened.

Objective: Cultural and creative products are generally based on culture, creative ideas as the core, people's knowledge, wisdom and inspiration in specific industries materialized performance. It is different from the traditional manufacturing industry, which relies on machines, factories, resources and labor, but relies on cultural and creative resources, knowledge resources, creative groups of high culture, high technology, high knowledge, high management of intelligent industries; It is different from the products produced by traditional industries, cultural and creative products can be tangible goods, can also be intangible services. In terms of the final form of the product, cultural and creative products consist of two interdependent parts: Cultural creative content and hardware carrier. The particularity of cultural creative product differs from general product mainly lies in its cultural creative content, which is the core value of cultural creative product. But cultural creative content cannot exist independently, it must depend on the specific hardware carrier. The key to understand the meaning of cultural creative products lies in the research of ceramic cultural creative product design and development from the perspective of consumer psychology.

Subjects and methods: Ceramic creations take ceramics as the main material, creative ideas as the core thinking, cultural factors as the development elements, and emphasize the cultural consumer goods created according to the psychological needs of contemporary consumers. This article is mainly from the product function, shape, color, decorative techniques of ceramic products to develop, and then through marketing means to the market.

Study design: Stratified cluster random sampling method was used to randomly investigate 600 ceramic consumers. 600 questionnaires were sent out and 568 valid questionnaires were collected.

Methods: Research on the design and development of ceramic cultural creative products from the perspective of Excel statistical consumption psychology.

Results: With the development trend of socioeconomic and cultural diversification, cross-industry integration has become an inevitable topic in the next development exploration of each industry. Enterprises in the development of products if the use of cultural and creative product design concept, through different forms of stimulation behavior, enhance product creativity.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding off the average of 600 ceramic consumers. The specific statistical table is shown in Table 1.

Table 1. Research on the design and development of ceramic creative products from the perspective of consumer psychology.

Factor	Function	Morphology	Color	Decorative technique
Consumer	4	4	4	

Conclusions: Consumption psychology mainly studies the psychological phenomenon and behavior law of consumers in consumption activities. Its aim is to study the psychological activity law and individual psychological characteristics of people in the process of daily consumption and daily purchasing behavior. Through the study of consumer behavior in the whole process, psychological changes in the ceramic culture creative product design. These psychological activities are the intrinsic determinants that motivate consumers to buy or give up a product and dominate the implementation of consumer behavior. Through the study of the psychological process of consumer behavior, we can provide theoretical basis for designers to create ceramic cultural creative products. Designers and consumers can be easy to operate, manufacturers will be able to produce according to computer drawings out of his production. The creation of this software not only allows designers to reduce the design cycle, the concept is to emphasize the idea that everyone is a designer. Consumers create their own products independently, in order to show their uniqueness. Simultaneously this kind has the entertainment psychology to be able to increase the consumer when the creation joyful feeling.

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THE PROMOTION OF HEALTH PSYCHOLOGY TO CULTURAL TOURISM

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Background: Psychological researchers believe that health psychology is a comprehensive subject, mainly for people how to maintain a healthy body and mind services. With the progress of the society and the development of the times, healthy psychology will be more and more important in people's daily life and work. Although psychologists have two views on the future development of psychology: One is the optimistic view that psychology will be valued by millions of people, even religious worship; Another is a pessimistic view, that "psychology has a long past, a short history and a vague future", that even after 10 years, psychology will not become a real science. But one thing cannot be ignored is that modern people to improve the quality of life, we must master some necessary knowledge of health psychology. It can be said that mastering the necessary knowledge of health psychology is not only the inevitable requirement of the times, but also an important guarantee for people to maintain physical and mental health, and even an important factor affecting people's career success or failure. Tourism, as a complex multidisciplinary phenomenon, has been concerned by many social sciences, including psychology. Most of the researches on tourism focus on social psychology and environmental psychology, including tourists' motives, residents' attitudes, relations between host and guest, tourists' or residents' attachments and community attachments. But looking at the field of psychology, especially its application in cross-cultural psychology, it is found that tourism literature rarely talks about the theory of cultural adaptation. Cultural adaptation is a process of adapting to the new cultural environment, including a person's attitude, behavior and cognitive changes in the new environment. Most acculturation studies have been conducted among groups such as migrants,

expatriates and persons employed abroad. Interestingly, though tourism is the most common form of face-to-face cross-cultural contact, it has been ignored by the cultural adaptation theory. In fact, cultural adaptation has the most direct relationship with tourism, which involves the extent to which individuals wish to accept foreign culture and maintain their own culture in an intercultural environment. It is no exaggeration to say that the theory of acculturation can give the most comprehensive and integrated interpretation of many tourism phenomena. Few scholars pay attention to the acculturation problem caused by tourism development and frequent visitors, let alone the antecedents, consequences and internal mechanism of this problem. The influence of cultural adaptation is usually recessive, it involves individual value system and most of them are intangible, not only difficult to measure but also often overlooked. The result of being ignored is the negative impact of tourism community development, residents in the social and cultural, psychological and behavioral discomforts will occur. Therefore, the study of community residents' acculturation in tourism destination development is not only a vacancy in related fields, but also a problem that must be faced by tourism destinations.

Objective: Although tourism is the most common form of face-to-face cross-cultural contact, it is rarely involved in the theory of cultural adaptation. Therefore, it is not only beneficial to the development of tourism industry, but also to the cultural exchange to integrate culture and tourism and study the promotion of health psychology.

Subjects and methods: From the perspective of local cultural tourism cities, this study explores the changes of local people's thoughts, behaviors and attitudes in urban cultural tourism, and disseminates knowledge of health psychology to local residents.

Methods: 50 residents of a cultural tourism city were interviewed after disseminating the knowledge of health psychology. Interview time is set to 40-80 minutes, interview form is a one-to-one interview, then the respondents were divided into 5 groups, the form of discussion by the group to summarize the views of the group. The contents of the interview include the views of current urban cultural tourism, the impact of tourism on the city, and how to spread urban culture and the focus of urban culture. In the process of discussion, the group explored the knowledge background of health psychology, the changes of community residents' thinking and so on. The whole process of interview and discussion were recorded, then the results of interview and discussion were arranged.

Results: From the perspective of health psychology, most of the local residents who know the basic knowledge of health psychology express that they are inspired by it. Health psychology drives the local residents' psychological fluctuation. Among them, 32 residents said local cultural tourism, community residents are often ignored psychological, cultural and behavioral changes, which in fact are also a subtle impact on tourism development. Twenty-seven residents said they would pay more attention to personal behavior and behavior, establish a better image of the local people, and actively disseminate local cultural connotations to contribute to the city's cultural tourism.

Conclusions: From the point of view of health psychology, the city should show the core value and cultural connotation of culture and make the cultural communication more influential in cultural tourism planning. Activating urban culture and exploring the mode of creative communication is an effective way to develop urban cultural tourism. Therefore, the city should grasp this change, narrow the distance between the city culture and the tourists in the creative dissemination, and let the tourists understand the city and taste the culture in the immersion experience. The city should break the thought limitation in the development of cultural tourism, actively integrate cultural resources, excavate cultural connotation and design cultural experience products. Using modern technology to widen the impact of urban cultural tourism and promote product mix, so as to improve the dissemination effect, show the charm of urban culture, and promote the healthy and sustainable development of cultural tourism industry.

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THE INNOVATIVE DEVELOPMENT OF NETWORK EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: While acknowledging the advantages of web-based education, many scholars also objectively point out the shortcomings of its current existence. These reflections focused on the following three main areas:(1) Education economists question the necessity of web-based education mainly from the perspective of economic costs and benefits;(2) Educational technologists have questioned the possibility of

realizing online education mainly from the perspective of existing information technology. In their view, with the existing technical force, it is difficult to create a similar to the real-world virtual teaching scene;(3) Educators and educational psychologists, based on the relevant theories of pedagogy and educational psychology, question the effectiveness of online education in achieving educational objectives and performing educational functions. Of the three, the third is clearly the most important. Because whether network education is effective or not is directly related to the value of network education and is the premise of network education. As a new thing, network education is not mature because of its short development. It is bound to have many defects, not entirely in line with education and psychological theory. Undoubtedly, it is the bounden duty of the educators and psychologists to find out these deficiencies and study their causes so as to improve and perfect the network education. Unfortunately, there are few studies on the current network education defects from the perspective of pedagogical psychology, and even less from the perspective of educational psychology. Therefore, network education in colleges and universities has become a significant form of education, but there are still some flaws. Therefore, it needs to be analyzed and studied from the perspective of educational psychology.

Objective: The appearance and development of network education has posed a new challenge to the existing educational theory and psychological theory. Some scholars believe that education and psychology workers must re-demonstrate and update some theories of education and psychology to adapt to and guide the healthy development of network education. However, if we overemphasize the construction of education and teaching theory according to the progress of technology, let the theory adapt to the technology, and deny the guidance of the existing theory to the network education, we will make the mistake of "technology first". This is a fact we don't want to see. If we take a prudent attitude to look at the existing theory on the guiding role of online education, we will get a lot of useful information. From the perspective of educational psychology, online education is not as numerous as the media and scholars believe that there are numerous advantages. In fact, some advantages may not be in line with educational psychology theory or educational psychology is that the network of education that the shortcomings of psychology. Therefore, from the perspective of educational psychology, this paper analyzes the advantages and disadvantages of network education in colleges and universities, and puts forward reform strategies.

Subjects and methods: Selected 180 college students, the experimental class participated in a total of 89 people, including 47 men and 42 women; There are 91 students in the comparative class, 49 males and 41 females. The experimental class carries on the offline teaching union network teaching way, but the contrast class only carries on the offline teaching way. Before the test, there were no significant differences between the two groups in learning achievement, learning habits, personality and goal planning. After 3 months of experiment, the two groups of students before and after the test of academic performance and management by objectives. Using SPSS17.0 software before and after statistical data results.

Results: The influence of MBO on subjectivity is investigated and the influence of web-based teaching is shown in Table 1.

Table 1. Subjective status of two groups of students.

Crowd		Average value
Experimental class	Before experiment	6.2506
	After the experiment	6.8914
Contrastive class	Before experiment	6.2502
	After the experiment	6.2502

The influence of web-based teaching on students' subjectivity is significant, because subjectivity can be divided into consciousness, perseverance, self- confidence, responsibility, initiative and independence. There is no significant difference between the experimental class and the comparative class in the performance of subjectivity before the sub-experiment, but there is a significant difference in the performance of subjectivity after the "goal management" sub-experiment. There are two main reasons for this: First, once the learner has a clear learning goal, that is, with the external motivation to learn, can effectively guide the direction of his learning behavior, because learning is directed to the goal. The other is that the students with different basic levels study according to the most suitable goals, which is beneficial to produce good learning effect. Students not only master the learning content of the situation is better, but also conducive to stimulate and maintain students' interest in learning, maintain a high degree of confidence.

Conclusions: From the perspective of educational psychology, there are many deficiencies in current network education, and school education has corresponding advantages. It is unwise to criticize traditional school education and praise network education. Strictly speaking, the network education can only be used

as a supplement to the traditional school education, which is not mature enough to keep pace with or even replace it. The further perfection of network education needs the joint efforts of many aspects, such as developing economy, providing the material foundation for the development of network education; We should develop information technology, improve the real-time interaction ability of the network, and create a virtual learning environment more similar to the real learning environment.

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THE SANDBOX SUPERVISION LEGAL SYSTEM IN THE ERA OF FINANCIAL TECHNOLOGY UNDER THE BACKGROUND OF PSYCHOLOGY

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Background: Science and technology are the primary productive forces, the core driving force of modern economic development, and the key elements of optimizing economic structure, promoting social development and realizing the conversion of kinetic energy. From the perspective of human historical progress, whether it is the first industrial revolution centered on steam technology or the second industrial revolution centered on electric power technology, the iterative development of science and technology is constantly impacting on production and life and social order, and deeply affecting the process of social change. The new round of scientific and technological revolution and industrial transformation, centered on the Internet and information technology, is no exception, which has created new technological outlooks, such as big data and artificial intelligence, and used them to reconstruct global innovation maps, economic development structures, and social governance systems. It can be said that scientific and technological innovation has become the primary way to enhance market efficiency and social benefits under the new normal of the economy. The financial field cannot be detached from the world, but also within the scope of the impact of scientific and technological innovation, and financial technology in recent years is the growing trend of visualization. The link between finance and technology has a long history and a close relationship. It can be said that financial development and scientific and technological progress coincide, the two are the same frequency modulation and opposite. In the process of historical evolution, financial activities provide necessary capital elements for S&T innovation, while S&T innovation promotes financial activities to update business forms and optimize functions. Advanced technologies, such as data mining, cloud computing, artificial intelligence, intelligent contracts and distributed accounting books, have been introduced and widely implemented by financial institutions. Benefiting from this, traditional financial activities are facing all-round, multi-angle and wide-ranging technological changes, and are expected to make major breakthroughs at key nodes such as the front end of business, the middle stage of credit, the backstage of technology and product logic. The era of financial science and technology is coming quietly. What needs to be seen is that the impact of scientific and technological innovation on economy and finance is a gradual deepening process, and the precise understanding of financial science and technology cannot be achieved overnight. Therefore, in the new round of scientific and technological revolution and industrial reform is in the ascendant, the business model and practice of financial science and technology are not solidified, and there is still much room for imagination, and the academic community has not reached consensus on its connotation and extension.

Objective: In the era of financial science and technology, science and technology empower finance, technology drives innovation, and technology has become an important means of financial innovation. Financial science and technology bring development opportunities as well as severe challenges to the financial regulatory order. It is urgent to improve, supplement and reform the regulatory methods, mechanisms or tools under the existing financial regulatory framework, so as to coordinate financial innovation and financial regulation, balance and encourage innovation and risk prevention and control, and enhance governance capacity and regulatory level. It is of great significance to study the sandbox supervision legal system in the era of psychological financial technology.

Subjects and methods: Under the background of psychology, sandbox legal system can effectively promote the development of enterprises. This paper mainly from the psychological background of the encouragement of innovation, risk control, market competition into the three aspects of research. Six large, medium and small enterprises were selected as research objects to investigate and analyze the current development of enterprises.

Study design: A total of 50 executives from six companies were asked to complete the questionnaire

once and for all. The time for each person to complete the questionnaire was about 15 to 20 minutes. A total of 50 issued, recovered 50, the number of effective copies of 47.

Methods: Using Excel statistical psychology under the background of financial technology era sandbox supervision legal system effect.

Results: The purpose of financial science and technology is to support the development of the real economy. Therefore, sandbox regulation shall also take this as the standard, support subversive innovation, focus on responsible innovation, seek a balanced fulcrum between encouraging innovation and preventing and controlling risks, abide by regulatory neutrality while promoting market competition, and protect the rights and interests of financial consumers while promoting real market testing.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The evaluation values of 50 senior managers of enterprises shall be adopted and the average number shall be taken to get the result rounded off. The specific statistical table is shown in Table 1.

Table 1. Effectiveness of the sandbox supervision legal system in the financial technology era under the background of psychology.

Factor	Encourage innovation	Risk prevention and control	Market competition
Small business	4	3	4
Medium-sized enterprise	3	4	3
Large enterprises	4	3	3

Conclusions: The essence of financial science and technology is still finance, which cannot be separated from the economic demand and financial scene to talk about the innovation of business forms and advanced technologies, nor can it avoid the existence of risks, so it is necessary to give full play to the role of financial regulation. The regulation reform in the post-financial crisis era does not provide a reasonable insight into the financial technology and the regulatory challenges caused by it, making the traditional financial regulation model difficult to play its expected effect. Therefore, it is necessary to break the inherent shackles in the regulation of the financial technology industry, give full play to comparative advantages, study and deploy the regulatory technology that can penetrate and support the two links of "operation monitoring" and "effectiveness evaluation", and actively explore the long-term effective regulatory mechanism of financial technology. There is no good or bad regulation model of financial technology, only whether it is appropriate or not, sandbox regulation is also the case, only to consider whether it can effectively meet the regulatory challenges brought by financial technology. Sandbox supervision should be coordinated with the pilot financial reform, in the Guangdong-Hong Kong-Macao Bay Area, Xiong'an New Area and free trade areas to pilot; We should also clear the channel between sandbox supervision and subsequent promotion, and assist in the smooth entry of financial technologies that have been tested and evaluated as qualified. Greater cooperation with extraterritorial regulators is also needed to try to achieve the idea of a "global financial innovation network" based on communication and exchange of information. Of course, sandboxed regulation is not a one-size-fits-all solution to all the challenges of the age of financial technology. Ultimately, it depends on the synergies between government and the market. Rather, it seems that sandboxed regulation can be an effective path to take at a time when "micro functional regulation" and "macroprudential management" are closely integrated.

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EXPLORATION AND APPLICATION OF MUSIC REVERSAL CLASSROOM TEACHING MODEL FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Psychology holds that human psychological process includes three aspects: cognitive

process, emotional process and volitional process. The process of cognition includes perception, memory, thinking, imagination and so on. The emotional process refers to people's emotional expression of things, such as passion, enthusiasm, mood, etc. The process of will is the psychological process of turning imagination and ideal into reality. Children's psychological development has a strong plasticity. In music teaching, teachers should understand students' psychological state and be able to guide and control students' psychological process, that is, to guide students from the perceptual to the rational cognitive process, arouse their rich emotions and cultivate their good psychological quality. In the concrete teaching activities, we should teach the students the ability of feeling, understanding and mastering the music connotation, grasp the different psychological characteristics of the students of different ages, and reasonably arrange the procedures and methods of music teaching. Therefore, music teachers should not only have the required music quality and theoretical knowledge of music education and teaching, but also master the laws and methods of music teaching, but also study and master the knowledge of students' psychology, and combine with teaching work closely to make music teaching more scientific. The rapid development of Internet technology speeds up the pace of music teaching reform. Music teachers in colleges and universities gradually integrate information technology and English classroom teaching. As a new teaching mode, Reversal Classroom comes into our sight and is popularized and applied gradually. Reversal Classroom is a kind of teaching mode emphasizing students' subjectivity, which is the product of information technology development. Based on the study of educational psychology, teachers can explore and analyze the college music teaching model from the perspective of classroom.

Objective: Music education is an important way to carry out aesthetic education. As an important part of quality education, music education plays an important role in improving students' psychological quality. Music is not only the art of emotion, but also plays a positive role in developing students' intelligence and moral character, and plays an immeasurable role in cultivating students' aesthetic ability, imagination and creativity. In order to better carry on the music education to the student, we may first understand student's psychological characteristic, and carries on the music education according to student's psychological characteristic.

Subjects and methods: The main aim of the reversal classroom is to innovate and reform the old classroom mode, to apply the modern information technology to the classroom, to bring the real value of cloud technology and big data into full play, and to improve the teaching efficiency and effectiveness of the classroom fundamentally. Music educational psychology is a subject that studies the psychological activities of teaching and learning in music education. It is the product of mutual penetration of music pedagogy and music psychology. From the angle of psychology, the subject of teaching music and learning the psychology and brain reaction of music. Therefore, the random selection of a school of 200 students, teachers consider the psychological characteristics of students, using flip classroom music teaching. In the inversion class, the educator can promote the completion of the music experiment activity by letting the students watch the teaching video resources, and can carry on the next course content teaching. The overall teaching time is 2 months, testing the students' scores and satisfaction, using spss20.0 software to analyze the statistical results.

Results: The result of this experiment shows that no student is dissatisfied with the teaching method, and the students' academic achievements are greatly improved. The students' satisfaction is shown in Table 1. Because in this kind of teaching mode, the student's question and the doubt can obtain the solution in the first time, radically improves in the traditional teaching mode the lazy psychology condition. The study of music art needs the students to have strong ability of innovation, while the full classroom teaching method of traditional music in colleges and universities suppresses the students' learning desire and enthusiasm completely, which makes it difficult for those students who have higher awareness of innovation and want to get more room for improvement to get the satisfaction of learning desire. With the further application of Flip Classroom, students get more opportunities for music practice as well as more freedom, so that they can participate in all kinds of music practice activities created by music educators more actively. Thus, in this process more freely choose their own good and favorite music theory knowledge and skills courses, greatly enhance the efficiency of college music classroom teaching.

Table 1. Psychological satisfaction of students.

Degree of satisfaction	Dissatisfied	General	Relatively satisfactory	With great satisfaction
Numbers	0	26	72	102

Conclusions: In recent years, with the deep application of Flip Classroom in college music courses, art education in colleges and universities has successfully stepped into a new era created by high-tech information technology, and has trained more and more versatile innovative talents for the music industry.

In order to adapt to the new teaching mode better, music educators in colleges and universities should renew their teaching ideas and teaching techniques, actively comply with the reform tide of music teaching in colleges and universities, and give full play to the educational wisdom and value of music teaching in the overturning classroom.

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THE COUNTERMEASURES OF ENHANCING THE INFORMATIZATION TEACHING ABILITY OF COLLEGE TEACHERS FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Positive psychology not only inherits the core of scientific psychology and humanistic psychology, but also makes up for some deficiencies existing in traditional psychology. Positive psychology emphasizes the positive content of human nature and pays attention to psychological and emotional problems, which has a positive impact on improving people's psychological quality and behavior patterns. Informationized teaching ability is a kind of information teaching ability that teachers use modern information technology to scientifically carry out teaching design, develop and utilize teaching resources, rationally arrange every link of teaching design, and improve the quality of personnel training under the guidance of the teaching theory of psychology. Under the background of "Internet Plus", teachers' information-based teaching ability is very important for college teachers and teaching administrators. Therefore, college teachers should pay attention to the importance of positive psychology, give full play to its value advantages, enhance the sense of teaching effectiveness.

Objective: The information-based teaching is the necessity of the development of modern education, and it has brought the impact to the traditional teaching of teachers. The proportion of information technology in college education and teaching is increasing day by day, which requires college teachers to change their roles in the educational information environment. In order to adapt to the changing role, college teachers should constantly improve their professional skills, and the ability of information-based teaching is one of the important parts.

Subjects and methods: Psychology usually calls one's subjective judgment of one's own activity ability as the sense of efficacy. The sense of teaching efficacy of college teachers refers to his subjective judgment of his teaching ability or level. Positive psychology holds that the main reasons for lowering teachers' teaching efficacy in colleges and universities are job burnout, traditional thinking and weak teaching ability. Therefore, in this study, 200 students were randomly divided into two groups, the control group and the experimental group, including 100 students. The control group only carries on the routine teaching, the experimental group based on the positive psychology promotion university teacher teaching potency, carries on through the following method: We should construct diversified assessment mechanism, create positive working environment, strengthen self-efficacy education, cultivate positive personality, improve EQ index and enhance positive emotional experience. In the above requirements, teaching. For one month, two groups of students were tested for teacher satisfaction. The results were statistically analyzed by SPSS15.0 software.

Results: The results of student satisfaction are shown in Table 1.

Table 1. Satisfaction results of two groups of students.

Group	Dissatisfied	General	Relatively satisfactory	Satisfy
Experimental group	2	47	38	13
Control group	15	62	18	5

It was found that the experimental group was more satisfied with the information-based teaching method than the control group. In order to improve students' learning style and enhance teachers' Informa ionization ability, we must speed up the construction of digital education resources sharing system and improve the construction of digital teaching information resources in various forms such as network courses, virtual

simulation training platform and general subject material library. Build an information-based comprehensive learning platform composed of professional websites, curriculum websites, teacher space, learning space, WeChat platform and so on, with the functions of online teaching, online learning and online assessment, and create good conditions for teachers to carry out information-based teaching and students' ubiquitous, mobile and personalized learning. Comprehensively promote the construction and application of real-name e-learning space, and further promote students' self-management, self-learning and self-service.

Conclusions: Educational Informa ionization is a process in which modern information technology permeates and merges all aspects of educational field. Informationized teaching can test teachers' ability and method of imparting knowledge, urge teachers to perfect and construct their professional knowledge system, promote teachers' teaching ability and professional development, and provide new ideas for college education and teaching management, promote the informaionization and modernization of college education and the improvement of the quality of college education.

In order to improve the teachers' ability of information-based teaching, we must first establish the student-centered teaching thought and integrate the information-based teaching resources and teaching activities. Therefore, in the process of setting up relevant training contents, we should not only pay enough attention to modern information technology theory, but also further strengthen its practical application in teaching process. Teachers' information-based teaching ability is the full embodiment of the use and integration of information-based teaching resources.

This requires teachers to have the ability to process information and make Internet thinking video in the process of teaching, to analyze the course content by using the existing technology, and to show the course content to the students in the form of micro-class, so as to make it a shared information resource. As far as the teaching characteristics of colleges and universities are concerned, the training of teachers' information-based teaching ability mainly includes the training of basic teaching skills, teaching methods, basic information-based teaching techniques, interactive curriculum development and training, teaching process formation and integration of information-based teaching platforms.

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AN ANALYSIS OF THE OVERSEAS COMMUNICATION ROUTE OF CHINESE CONTEMPORARY LITERATURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Chinese culture has a long history, as early as the Tang Dynasty had the Silk Road, not only in the material and cultural exchanges, but also in the thought of more meaningful exchanges. With the continuous progress and development of society, more and more foreign students go out to study foreign knowledge and culture, and quite a few foreign students come to study Chinese culture. There are Confucius Institutes in many parts of the world, which has greatly promoted the overseas spread of Chinese culture. In recent years, with the development of China's economic strength and the improvement of its status in the world, the soft power of Chinese culture has also been enhanced, which has been valued and loved by more and more countries and people. It is believed that in the process of China's growing strength, there are more and more ways and means for the spread of Chinese culture abroad. There are two forms of cultural communication: active communication and passive communication. Cultural communication belongs to active and conscious communication, which can be disseminated by means of education, media and language learning. Chinese culture has a long history, the spread of Chinese culture has a positive impact on the integration of world culture. The overseas dissemination of Chinese contemporary culture is of great significance to the development of Chinese culture. Politics is the key to a country's development, but also an important perspective to understand a country. By spreading Chinese contemporary literature overseas, more countries can understand China's politics and the advantages of the socialist system. Incorporating more political elements into literary works or reflecting political standpoints in literary works is of positive significance to the development of China's political system. Every country in the world has its own different cultural background and details, and has great cultural differences. Cultural differences are the premise of cultural exchanges between different countries and nations. An important way for many readers abroad to

understand China is to read the works, not only from the historical level, but also from the realistic level, mainly referring to the traditional Chinese culture and experience. Therefore, the overseas dissemination of Chinese contemporary literature is of great significance to carry forward Chinese culture. China is a people-oriented country, the promotion of humanism to a certain extent expanded the breadth of overseas dissemination of contemporary Chinese literature. The works of ancient and contemporary Chinese literati publicize Chinese humanism, which is of great significance to strengthen the overseas dissemination of Chinese contemporary literature.

Objective: With the development of China, the communication of Chinese contemporary literature has become a hot topic in the domestic literary world, and the corresponding research has gradually increased. As early as ancient times, there is a precedent to spread Chinese culture to other countries in the world. With the inheritance and development of culture, it is necessary to spread contemporary literature overseas.

Subjects and methods: Social psychology is the study of the psychological and behavioral changes of individuals and groups in the social interaction, which can effectively promote the development of Chinese contemporary literature overseas. This article mainly carries on the investigation analysis from the social psychology to the enhancement contemporary literature overseas dissemination path way. By means of questionnaire, the effect of social psychology on transmission route was statistically analyzed.

Study design: Stratified cluster random sampling method was used to investigate 600 groups of different ages, different genders and different occupations. Randomly selected students, white-collar workers, retired population of 200 people each to conduct a questionnaire survey, a total of 600 questionnaires, 579 recovered, the number of effective copies of 563.

Methods: The influence of Excel statistical social psychology on the transmission path effect.

Results: The Chinese nation has a long history, as early as many years ago, language and education spread. Language communication and education communication have great influence, which makes the culture spread to other places actively, and also the aggressor's passive communication under the condition of war. With the continuous development and popularization of the Internet, the learning of Chinese and Chinese language and literature no longer only relies on offline communication and dissemination, but on the network and multimedia platform, which can maximize the dissemination of Chinese contemporary literature, whether it is profitable or not, and plays a positive role in the dissemination and promotion of Chinese and Chinese language and literature. The overseas media of Chinese contemporary literature can be activities or venues, which make use of the rich overseas venues and activities to enhance the dissemination of Chinese culture.

The overseas media of Chinese contemporary literature can be activities or venues, which make use of the rich overseas venues and activities to enhance the dissemination of Chinese culture. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 600 social groups shall be adopted and the average values shall be rounded off to obtain the results.

Table 1. Effects of social psychology on transmission path.

Factor	Dissemination of language and education	Multimedia communication	Events and venue communication
Student group	4	3	3
Working population	4	4	3
Group of retirees	3	3	4

Conclusions: China has a long history and cultural heritage. With the development of China's economy and the improvement of the country's comprehensive strength, Chinese culture needs to go abroad. China's soft power and hard power continue to grow, China advocates the community of human destiny, equality and fairness, so the overseas dissemination of Chinese contemporary literature is based on fairness and equality. The foreign policy after the founding of New China is equality and mutual assistance. To some extent, the equality of overseas dissemination of Chinese contemporary literature has proved the principle of equality and peace. The overseas dissemination of Chinese contemporary literature can make the world know and understand China and Chinese culture better and comprehensively, as well as other countries' literature, and promote the development of world cultural diversity. The overseas communication of Chinese contemporary literature can use historical experience for reference, and explore the communication mode in line with Chinese national conditions and culture. The overseas communication of Chinese contemporary literature can use historical experience for reference, and explore the communication mode in line with Chinese national conditions and culture. Language and education are one of the effective ways of cultural communication. As a civilized country with a long history, China has a long tradition of language and education communication.

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APPLICATION OF PSYCHOLOGICAL COGNITIVE BEHAVIOR IN ENVIRONMENTAL LANDSCAPE DESIGN

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Background: Psychological cognitive behavior in environmental landscape design is embodied in the role of environmental psychology. Environmental psychology is the study of the interaction between man and environment. In the process of interaction, individuals change the environment, in turn, their behavior and experience are changed by the environment. Environmental psychology is not only a marginal subject, but also a comprehensive subject, involving psychology, sociology, geography, cultural anthropology, urban planning, architecture and design art. It studies the relationship between human behavior and environment, including the research and practice aimed at utilizing and promoting the interaction between human and environment, and improving environmental design quality. So, there are two goals of environmental psychology in a broad sense. One is to study the interaction between human beings and environment, and the other is to use this knowledge to solve complex environmental problems. Starting from the second goal, we can also call environmental psychology as environmental behaviorism, which pays more attention to the relationship and interaction between environment and human's explicit behavior, i. e. emphasizing its application. Environmental behaviorism tries to study the reaction of human beings in the process of interaction between human beings and environment with the theory, method and concept of psychology, and feed it back to environmental design to improve the living environment and the quality of human life. Generally speaking, environmental behaviorism or environmental psychology is a field involving a large scope, its boundary is very unclear and is still developing. Its core is to pursue the benign interaction between human and material environment in various disciplines. From the point of view of the design field, environmental behaviorism is a science that understands and reveals what kind of environmental design is suitable for people's life, production and study. It helps designers think about what to look for when creating an artificial environment and how to help people use clues in the environment to achieve their goals and needs.

Objective: Residence is one of the basic living needs of human beings. Residence is the product of social history. In different historical stages, Residence is influenced by social system, social production, science and technology, life style and so on. Under the background of rapid development of urban construction in China, environmental problems are increasingly prominent, and environmental landscape design is facing a series of problems, opportunities and challenges. Building a harmonious space with the natural ecological environment is the key to create a high-quality living environment. It is of great significance to improve the design of environmental landscape through cognition, utilization of environment and space, optimization of environment, and analysis of human behavior and feelings in specific environment.

Subjects and methods: Environmental psychology is a form of psychological cognition, which can effectively improve people's perception of dwelling. This article mainly carries on the investigation analysis from the environmental psychology to the environmental design influence. The effect of environmental psychology on transmission route was statistically analyzed by sending out questionnaires.

Study design: Using stratified cluster random sampling method, 500 questionnaires were distributed to residents of different genders and ages, with a total of 500 questionnaires and 479 retrieved, with 463 valid copies.

Methods: The influence of Excel statistical environmental psychology on environmental landscape design was used.

Results: Behavior is the physiological and psychological changes caused by environmental stimuli. Environment provides a place for the occurrence of behavior. While the environment affects people, people also have a certain impact on the environment, constantly choose and improve the surrounding environment.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce individual subjective errors in the assessment, 500 inhabitants were assessed and averaged, and the results were rounded, with the statistical table shown in Table 1.

Table 1. Effects of environmental psychology on environmental landscape design.

Factor	Optimize the environment	Occupant behavior	Environmental perception of occupant
Resident	4	4	4

Conclusions: The boundary of environmental behaviorism or environmental psychology is not clear and is still developing. The core of environmental behaviorism or environmental psychology is to pursue the benign interaction between human and material environment. With the development of economy, the progress of social civilization and the improvement of life quality, the living environment changes constantly. Environmental protection, intelligence, ecology and economy are the indispensable material factors of the new residential areas, and people have more complex psychological needs for the living environment. Environmental psychology, as a comprehensive subject, studies the relationship between man and his surroundings from ecology, culture, language, society, psychology and so on, explores the meaning and form of architecture, embodies man's psychological needs in environmental design, and creates a brand-new architectural environment.

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PSYCHOLOGICAL QUALITY EVALUATION OF ENTERPRISE ACCOUNTANTS BASED ON INTELLIGENT FINANCE AND TAXATION BACKGROUND

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Background: At present, China's society is in a period of rapid and profound transformation, profound changes in social structure, profound adjustments in the distribution of benefits, and increasingly fierce competition, which have led to an obvious increase in various psychological barriers and psychological problems of employees in various industries. It is well known that the accounting industry plays a very important role in the economic development of our country. Small and medium-sized enterprises do not have a deep understanding of the intelligent finance and taxation system, are not familiar with the specific practice and operation, and have a relatively backward awareness of financial risks. Accounting personnel are faced with the pressure of technical renewal, leadership, staff and workers, tax and audit, etc. The psychological quality of accountants in enterprises has some problems, which will affect the production, operation and long-term development of enterprises. Optimizing the psychological quality of accountants can bring many benefits to enterprises, accountants and society. Evaluating the psychological quality of accountants helps to optimize their psychological quality, to improve work efficiency and enterprise benefit, to reduce brain drain, to reduce human resource risk, and to ensure the essential safety of accounting information.

Objective: The qualities of accounting personnel mainly include: political and ideological quality, professional ethics quality, accounting professional quality, comprehensive cultural quality, communication and coordination ability and physical and psychological quality. The comprehensive quality of accounting personnel is directly related to the correct implementation of accounting system and regulations. In recent years, under the background of intelligent finance and taxation, the change of the social environment of the accountants leads to the decline of the psychological quality of the quick personnel in enterprises.

Subjects and methods: Under the background of intelligent finance and taxation, 200 questionnaires were sent out to accountants of different SMEs to test their psychological characteristics. 186 questionnaires were collected, with a recovery rate of 93%. The questionnaire includes the accountants' opinions on the company system, the attitude to the company leadership and the idea of responsibility assignment, and tests the psychological characteristics of employees.

Results: 32.5% of the accounting personnel believe that the internal control of the company is imperfect at present, and 58.6% of the respondents believe that the control system of the company is too rigorous to restrict the professional judgment of accounting estimation, which shows that some internal control systems may have loopholes in reality, and some may be too complicated and rigorous to hinder the independent discretion and creativity of professional judgment of accounting.37.5% believe that the division of labor in accounting estimates is unreasonable, and 32.1% believe that their scope of work and responsibilities are not very clear, and that the unreasonable division of labor is likely to lead to social inertia, and foster the speculation of financial information fraud by using accounting estimates. About the psychological quality characteristics of business accountants, the results are shown in Table 1.

Table 1. Psychological quality characteristics of enterprise accountants.

Psychological characteristic	Adventure psychology	Opportunism	Slack mentality	Low level of professional commitment	Herd mentality	High pressure
Percentage of population	37.5%	34.3%	42.5%	52.8%	71.2%	84.6%

Conclusions: In view of the above survey results, this paper gives some countermeasures to optimize the psychological quality of accounting personnel, including:

(1) Strengthen the psychological quality education and training of accounting personnel, guide accounting personnel to establish lofty life goals and lofty professional ethics, and strictly require and regulate their own behaviors in accordance with the accounting standards and professional ethics. Strengthen the psychological endurance, and better adapt to the accounting environment.

(2) Perfect the corporate governance structure and internal control mechanism, strengthen the authorization of accounting work, enhance the status of accounting personnel in the governance structure, and guarantee their independence and the role of "intermediary", so as to reduce the negative pressure exerted by the management authority on accounting personnel by virtue of its power advantage, enable accounting personnel to oppose or resist any improper hint or intervention made by the management authority, insist on the rationalization of professional judgment behavior of accounting evaluation, avoid that accounting personnel yield to the pressure of the management authority and form conformity psychology.

(3) Improve the accounting organization construction. First of all, improve the leadership style and realize humanistic care. Warm and harmonious working environment, to enhance the sense of belonging of accounting personnel, group satisfaction and professional commitment. Secondly, improve the incentive mechanism to guide the rationalization of accounting estimates. The means for an enterprise to improve its incentive mechanism include: Formulate scientific and reasonable incentive policies and create a fair and just competition environment. Rewards include salary incentives such as salary increases, bonus benefits and equity payments, spiritual incentives such as honorary medals, recognition, job promotion, on-the-job spending, etc. Third, improve the authorization mechanism, increase the autonomy of accounting staff retrenchment space. On the one hand, accounting organizations should release the authorization, give accounting personnel appropriate work freedom and space for independent judgment, increase individual achievement motivation, and stimulate them to voluntarily increase the input of accounting estimates; On the other hand, clear division of responsibilities and terms of reference, to avoid social inertia and responsibility sharing of bad psychology. Fourth, improve the communication mechanism and establish harmonious interpersonal relationship. Communication mechanism includes information communication and interpersonal communication. Information communication must follow the principles of timeliness and accuracy, ensure the authenticity and reliability of information transmission, exchange information and coordinate with other organizations and departments within the enterprise, and be conducive to obtaining effective accounting information. This kind of communication network means that the members can communicate freely, the relationship between the members is harmonious, the status is equal, and the communication of information and feelings among the members is effectively promoted, so as to improve the quality of professional judgment of accounting estimation.

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AN ANALYSIS OF STUDENTS ANXIETY IN ORAL ENGLISH TEACHING

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Background: Anxiety is a word that appears frequently in the field of psychology. Anxiety can be generalized as a vague, unpleasant emotional state, with anxiety, fear, distress, restless mind characteristics. Anxiety is different from fear, because anxiety often has no object, and fear has a specific object of fear, such as people or things. In learning theory, the term is used to refer to a secondary (or conditional) drive

that motivates a person to avoid reacting. Anxiety arises from excessively irresistible stimuli, from the accumulation of tension until a certain point in time. Anxiety is different from tension. It's the result of long-term inhibition. Anxiety occurs when tension builds up in some people and breaks through certain tipping points. The emergence of anxiety not only has its conditions, there is a process, the process of different length, vary from person to person, vary according to things, by a variety of internal and external conditions or factors. Generally speaking, when people are nervous about something, they will be repeatedly intertwined by the factor and focus on the thing and make various imaginations and assumptions. Once this level of focus increases as strategies fail, beyond the tipping point, anxiety sets in Anxiety is usually manifested in self-doubt, anxiety, tension and other negative emotions. Language anxiety is a complicated psychological phenomenon peculiar to language learning. Anxiety is usually manifested in self-doubt, anxiety, tension and other negative emotions. Language anxiety is a complicated psychological phenomenon peculiar to language learning. There are many reasons for anxiety: competition can lead to language learners' anxiety, which may occur when language learners compare themselves with their ideal selves or others; The interaction between teachers and students in class may lead to students' strong anxiety, and language testing may also lead to anxiety.

Objective: Spoken English is a kind of thinking creation and social interaction as well as a kind of psychological cognition. Due to various reasons, some college students often have different degrees of anxiety in their oral English learning. How to look at this problem objectively and realistically, find out the reasons and try to overcome the anxiety in oral English teaching is an important problem.

Subjects and methods: A total of 300 questionnaires were sent out to 300 students in a certain school, and 285 were retrieved. The recovery rate was 95%. If more than one item is omitted or all the items are one answer, 273 valid questionnaires are retrieved, and the effective rate is 95.79%. The questionnaire is mainly composed of multiple-choice questions, supplemented by Q & A questions. It mainly deals with how students view the importance of oral English, the confidence of oral English learning, the reasons for affecting their oral English expression and the proportion of active answers to questions in class. Using SPSS18.0 software statistical questionnaire survey results.

Results: There are three main reasons for the students' anxiety in oral English learning: shyness, fear of making mistakes, cultural differences and language environment. See Table 1 for statistical data.

Table 1. Causes of anxiety in oral English learning.

Cause	Shyness and fear of error	Cultural differences	Linguistic environment
Number (percentage/%)	234(85.71)	208(76.19)	251(91.94)

Because of the lack of cultural background knowledge, the students are worried about making mistakes in oral English, which will also cause anxiety. In a questionnaire survey, 40% of the students felt that they did not know enough about the thinking habits, expressions and idioms of the English-speaking countries to express themselves freely as Chinese does, and they were afraid that they would be worried about being laughed at for their cultural differences. It is obvious that anxiety and lack of self-confidence directly affect their language learning.

In the classroom, 82.3% of the students are reluctant to participate in classroom communication. Of the students who were afraid to express themselves in English, 61.5 percent said they were afraid of making mistakes in pronunciation and expression. Because they are afraid of being laughed at by others for their pronunciation and expression mistakes, they feel nervous and anxious to speak English to their English teachers and the whole class. It is found that the students' oral English level is uneven, some students speak English with a strong local accent, which affects their enthusiasm and initiative to speak English boldly. Survey results: 85% of students said that when compared with their classmates, if they find themselves worse than others, they will lack self-confidence, resulting in anxiety. Conversely, anxiety levels drop when you find that your language skills improve.

Conclusions: College English oral teaching should pay attention to the negative effects of language anxiety on students' oral communication. Teachers should take active measures to eliminate psychological barriers. In the process of teaching, teachers should pay attention to students' individual differences and emotional factors, communicate more with students, pay attention to renew the teaching mode, change the role of teachers, create a good language environment, enhance students' self- confidence in speaking English, and eliminate language learning anxiety to the greatest extent, so that students can be in a relaxed and pleasant real language learning environment, relax physically and mentally and effectively.

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THE DISCOURSE POWER OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE EDUCATION OF PSYCHOLOGY

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Background: The study of positive psychology is divided into three levels: First, in the subjective level, the study of positive subjective experience, it includes happiness and satisfaction, hope and optimism. Second, on a personal level, study positive personal traits, including the ability to love, work, interpersonal skills, creativity, and the impact these traits have on an individual's success and happiness. Third. At the group level, the study of civic virtues (such as a sense of responsibility, professional ethics, etc.) and the factors of the social environment conducive to the individual's development of these virtues includes healthy families, harmonious communities, effective schools, and a harmonious and progressive learning environment. Positive psychology affirms and taps people's inner positive potential, virtue and power, and pays attention to cultivating positive quality, experiencing positive emotion and molding positive environment. Exploring new ideas of ideological and political education in colleges and universities from the perspective of positive psychology is helpful to improve the work of ideological and political education. Exploring new ideas of ideological and political education in colleges and universities from the perspective of positive psychology is helpful to improve the work of ideological and political education. Young people have the responsibility to actively promote the construction of the common future of mankind and the noble cause of peace and development of mankind. As an interactive bridge between educators and educatees, the discourse of ideological and political education in colleges and universities is widely used in the context of discourse and activities of ideological and political education. The discourse power of ideological and political education in colleges and universities, as dominated by the mainstream ideology of the society, must follow the rules of limited language or activities. It can be regarded as the carrier of ideological and political education in colleges and universities, and a necessary tool for the collection of speech symbols and the ideological and political education activities formed by the interaction between educators and the educated. Ideological and political education discourse as a constant movement and development of the discourse system. It is based on the development of Chinese society and the practice of ideological and political education. It contains the key problem of how ideological and political education develops and exerts its function. It is not only a kind of question pointing to discourse with the connotation of the times, but also a dialectical discourse with both critical and constructive dimensions. The discourse of ideological and political education is confronted with the challenge of multiple discourses, the change of social structure in China and the Informa ionization of society. It also has its own construction problems.

Objective: With the progress and development of society, the status of positive psychology is rising year by year in the field of psychology, and it is widely used in various industries. Under the new background of "Community of Destiny", the state attaches great importance to the role of ideological and political discourse in national identity and ideological dissemination. Therefore, with the help of the theory of positive psychology, this paper expounds that it may bring new theoretical reference to the discourse power of ideological and political education, so as to continuously highlight the explanatory power, persuasive power and charismatic power of Marxism in the ideological and political education of colleges and universities, and thus promote the all-round development of college students through the platform of ideological and political education.

Subjects and methods: The subjects of the survey were college students studying in colleges and universities. The majors, genders, family conditions, grades with political features and whether they were student cadres were divided. A total of 800 questionnaires were distributed, 773 questionnaires were collected, the response rate was 96.63%, including 756 valid questionnaires. It mainly investigates the cultivation of positive quality, positive mood, positive environment, moral quality and the promotion of ideological and political education in colleges and universities. Using SPSS17.0 software statistical survey results.

Results: The results of the survey on the positive qualities and moods of college students who are concerned about important current political developments are shown in Table 1.

With the continuous promotion of reform and opening up, society is full of vitality and vigor, creating a pluralistic, open and tolerant social environment. At present, more and more college students pay attention to the important current affairs and political trends at home and abroad, which accounts for 79.3%. And according to the data can be concluded that the more concerned about domestic and foreign major current political developments of college students, the better their positive quality and positive mood. This is because there are many lively educational contents in the important current affairs and politics at home and abroad, which can broaden students' vision and feel the charm of multi-culture. A total of 65.52% of

the college students identified with and felt proud of the traditional culture, with better cultural self-confidence and higher recognition of the traditional culture. But at the same time, a small number of students tend to Western culture, exclusion of traditional culture. Therefore, we should not only see the benefits of cultural blending, but also recognize the infiltration and invasion of some Western erroneous trends of thought, and the conflict between the Eastern and Western cultures and the new and old cultures. At the same time, we should pay more attention to the problems such as the gap between the rich and the poor, social competition and employment difficulties, which are brought by the spontaneity, autonomy and utilitarianism of the market economy, and make some college students present the tendency of utilitarianism in their values, thus leading to the dilution of their ideals, beliefs and spiritual pursuits, and affecting the recognition and practice of the socialist core values.

Table 1. Test results of difference between positive quality and positive emotion $M \pm SD$.

Items	Indifferent	Not much care	Be more concerned	Very concerned	F
Positive quality	3.25±0.53	3.88±0.64	4.12±0.59	4.41±0.66	13.655[**]
Positive emotion	3.09±0.58	3.69±0.61	3.96±0.63	4.26±0.63	14.501[**]

Conclusions: Ideological and political education is an important part of the education system, which has a strong voice in social practice. The method of cognitive psychology is a method that educators change and correct the bad cognition and wrong behavior of the subject by special cognitive technology according to certain theoretical hypothesis. The application of cognitive psychology to the ideological and political education in colleges and universities is to correct the bad cognition and wrong ideas of college students in the process of ideological and political education, including improving the motivation of ideological and political education of college students, correctly handling the common problems in ideological and political education of college students and changing the self-cognition of college students in ideological and political education.

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THE ROLE OF VR TECHNOLOGY IN CULTURAL COMMUNICATION FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Under the background of the development of New China, the cultural communication is getting closer and closer, which makes the new consumption concept and values have an impact on the public psychology is virtual reality. Virtual reality technology is a kind of computer simulation system which can create and experience the virtual world. It uses computer to create an interactive 3D dynamic scene and entity behavior simulation technology can provide users with real-time interactive operation, three-dimensional visual space and multi-channel (visual, auditory, tactile, etc.) human-machine interface, which can dynamically simulate the real world, and the generated dynamic environment can make real-time response to the user's gestures, language commands, etc. Computer technology has been able to provide users with visual, auditory, tactile and other sensory experience of the simulation, so that users enter a programmer -built virtual world, get immersive experience.

Objective: China has a long history and thick traditional culture, we need to continue to pass on, but there are many people did not really understand these excellent history and culture. China's geographical boundaries of space, people through sightseeing, reading and other ways to understand traditional culture, but these ways are only superficial, many young people do not have enough understanding of traditional culture and in-depth understanding. The experience form of traditional exhibition is single, the carrier is

deficient, the content is dull, it is difficult to attract the attention of the youth. Display design with good visual effects can attract teenagers' attention. With the development of virtual reality technology, display design with virtual reality can achieve the goal of cultural communication. Therefore, the dissemination of traditional culture with the new technology will be an inevitable trend.

Subjects and methods: Social psychology is the study of the psychological and behavioral changes of individuals and groups in the social interaction, which can effectively promote the development of Chinese contemporary literature overseas. This article mainly carries on the investigation analysis from the social psychology to the enhancement contemporary literature overseas dissemination path way. By means of questionnaire, the effect of social psychology on transmission route was statistically analyzed.

Study design: Stratified cluster random sampling method was used to investigate 900 groups of different ages, different genders and different occupations. Random sampling of students, white-collar workers, retired people each 300 people to conduct a questionnaire survey, a total of 900 questionnaires, 872 back, the number of effective copies 859.

Methods: Using Excel statistics VR technology on the impact of cultural communication.

Results: Chinese traditional culture has a long history and its content is extensive and profound. Protecting and inheriting the achievements of Chinese civilization over five thousand years is fundamental to the development of a country and a nation. Carrying forward Chinese traditional culture is conducive to strengthening the soft power of national culture, strengthening the protection and development of traditional culture, contributing to the prosperity of culture and the promotion of the spiritual strength of the Chinese nation, and is the condition for the development and prosperity of the country and the nation. Using VR technology to create a virtual 3D environment, the audience through the wearing equipment in the virtual space feel the heavy connotation of history. Guide the audience through time and space into the history of culture, and history face-to-face exchanges. This kind of virtual reality makes people get higher visual impact and soul feeling directly, and also makes the audience have a new understanding of traditional culture, which is conducive to the further development of traditional culture. Virtual reality display design through people's artistic thinking makes the form of expression rich and colorful, cultural communication has obvious advantages, through a unique interactive experience makes the art of cultural display strong and popular.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding the 900 social groups assessed and averaged, with the statistical table shown in Table 1.

Table 1. The impact of VR technology on cultural communication.

Factor	Cultural communication	Public education	Integrated innovation
Student group	3	4	3
Working group	3	3	4
Retirement group	4	3	4

Conclusions: Chinese traditional culture needs to be carried forward and passed on. The emergence of virtual reality technology makes the spread of traditional culture obtain new development. Virtual reality technology makes the display and spread of culture more diversified, makes the learning experience more abundant, and will attract more and more people to pass on the culture. Complementing the advantages of traditional cultural communication and new technology will greatly improve the effect of cultural communication and effectively convey diversified cultural information to the crowd.

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INCORRUPTIBLE EDUCATION BASED ON PERSONALITY PSYCHOLOGY

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Background: Although sociology, anthropology, political science, pedagogy and other disciplines also study personality, personality in essence should be the internal system of individual stability. Psychology studies more from the perspective of the formation, development and shaping of individual personality, while other disciplines study personality from the perspective of society, environment, education and so on. Psychological research mainly studies personality from the aspects of personality connotation, structure, mechanism and so on. This kind of research belongs to the basic research, which can reveal the deep connotation of personality effectively, but the application is relatively insufficient. Pedagogy on the study of personality, mainly from how to cultivate students in education and teaching of positive personality, more is the classroom penetration. Sociology takes the social personality as the main research object, mainly carries on the research and the demonstration to the community personality characteristic, hoping to find a certain kind of community personality pattern. In recent years, the related research and practice of incorruptibility education for college students have been carried out and implemented constantly. Under the current situation, the incorruptibility education of college students is a social practical activity based on the core value system of socialism and the thought and theory of incorruptibility culture, which helps them to improve their moral self-discipline, enhance their good psychological quality of resisting corruption and preventing change and gradually form the professional concept of incorruptibility and self-discipline and dedication to work.

Objective: How to effectively prevent and curb corruption is a common task of all mankind. Corrupt psychology has a great impact on corrupt behavior, so incorruptible psychological education has a special role in preventing and punishing corruption. This study puts forward that, while deepening the reform, establishing and perfecting the system of punishing and preventing corruption with equal emphasis on education, system and supervision, and preventing corruption from the source, it is undoubtedly one of the most basic ways and means to prevent and curb corruption, which is of fundamental significance in solving the problem of corruption.

Subjects and methods: In this study, questionnaires were distributed to students in colleges and universities, and the survey was conducted by means of online questionnaire and questionnaire. The survey total of 800 questionnaires, 763 effective recovery questionnaires, the effective recovery rate of 95.38%, the data have a certain representative. Using SPSS20.0 and Excel software statistical survey results.

Results: The results of the survey are shown in Table 1 in the Q&A on "Which Kind of Activity Is Most Interesting to Take Part in?"

Table 1. Statistical results of forms of building a clean government culture.

Options	Subtotal (persons)	Proportion/%
Publicity and education (laws and regulations, etc.)	274	35.92
Books, films, etc.	574	75.22
New Year paintings, spring couplets, paper-cuts and other art exhibitions	237	31.05
Honest case story education	436	57.13
Publicity by broadcasting stations and cultural stations	420	55.00
Others	77	10.03
Can you fill in the number of people	763	-

We can see that the most interesting and accessible form of education is through books or movies, accounting for 75.22%, while most colleges and universities through courses or lectures and other forms of easy to let students feel boring, thus the educational effect is not good. The result of the survey shows that 55.00% of the students think that the participation of teachers and students is more effective and efficient for the incorrupt culture to enter the campus. The fact that 20 per cent were carried out in the community platform and 20 per cent in the faculties and colleges indicates that this type of activity is more effective when carried out on a large scale.

Conclusions: Our country, society and universities should attach importance to the education of

incorruptibility and the construction of incorruptibility culture. Incorruptibility should not be a luxury for the public, but a daily necessity that can be consumed by the public. It should be infiltrated into people's daily experience and the soul of a nation. The clean government culture of a country, it should not be high above, for people to see, but should crouch low profile, and dance with the people; The incorruptible propaganda of a society, it should not cover up, stagnate backward, and should be open and transparent, advance with the times. Clean government is also a psychological need of the people, it is a trust and trust between the public and the government needs to be a relationship, if handled well, both glory and glory, otherwise, both losses. In the final analysis, the incorruptibility education of college students cannot be separated from the propaganda of the state, the guidance of social ethos, the education of schools and the edification of families.

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AESTHETIC DESIGN OF SMART HOME PRODUCTS BASED ON CONSUMPTION PSYCHOLOGY

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Background: Under the market condition today, the product category unprecedented is rich. How to make products recognized by consumers and deeply rooted in the hearts of the people, has become one of the concerns of businesses. A lot of excellent product design is to stand in the angle of consumer to think the problem solves a problem, sufficient think for consumer. That is, from consumer demand to predict market trends in order to correctly guide product design. Emotional smart home products is the development of the times and the inevitable result. The connotation of emotional design of household products is: in the original use function, the emotional connotation of household products is given so that they can convey certain emotional factors to people, so that they can resonate with people, touch people's inner world, and people spontaneously accept the product and fall in love with the design. Home products is the embodiment of people's way of life, promote comfort, shell, and cost-effective, has a strong pertinence. No matter what brand, what enterprises need a certain degree of competitiveness, its aim is to avoid homogenization of the market. What is a more humane design, the user as the first perspective to analysis can be concluded that it is more targeted. Speaking from the consumer own one kind of experience, not only includes their use psychology, but also should include esthetic psychology and so on. The emotional design of smart home is based on the era of individuality. Designers seize the emotional needs of this major feature, its emotional integration of people into the product. There are many factors to consider in the design process and should not be simple functionality. Design out of the product must be happy, feel happy, give users a kind of joy psychology. We can see that for consumers to bring more than convenience.

Objective: If we don't know the consumers who can influence the product design deeply, it will lead to the wrong product design orientation, and at the same time, it will lose a large number of consumers. Therefore, the investigation and research on the factors that affect consumers' psychology can create more market opportunities and realize more profits. Only in this way can we make our products in an invincible position in the fierce market competition.

Subjects and methods: Consumption psychology is a form of psychological cognition, which will affect the aesthetic design of smart home products. This article mainly carries on the investigation analysis from the expense psychology to the intelligent household product design influence. Through the questionnaire, the effect of consumer psychology on the design of smart home products is statistically analyzed.

Study design: Stratified cluster random sampling method was used to investigate and analyze 500 different gender and age audiences, 500 questionnaires were issued, 484 were retrieved, and 471 valid copies were obtained.

Methods: Using Excel statistics of consumer psychology on the design of smart home products.

Results: Smart home products can stand out in many products because of its "people-oriented" design concept, so designers should adhere to this concept, innovative product modeling, seize the psychological needs of consumers, to meet consumer demand for home products, will be the perfect combination of

emotion and function. Color plays an important role in people's interest, hobby and emotion. Different colors are bound to affect people's mood, and ultimately affect people's feelings of life. Should choose has affinity, the recycling, the sustainable use, the environmental protection type material, causes the people from the mind to feel the nature, the perception nature.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results are rounded off using an average of 500 audiences, and the statistical table is shown in Table 1.

Table 1. Effects of consumer psychology on smart home product design.

Factor	Product modeling	Color	Material
Audience	4	4	4

Conclusions: Emotional design is the trend and trend of contemporary product design, including home products. Home products are inseparable from our lives, it is closely related to our lives. In the design of a product, should be more considered and pay attention to the emotional experience of products, home products to bring people better spiritual enjoyment, enrich our spiritual world. Home product design can be considered from object shape, object color, product material, human-computer interaction and other aspects, and then design to meet people's spiritual and emotional needs. As a product closely related to people's life, designers should cater to people's needs through various considerations in the design, especially emotional design, an excellent emotional smart home product is bound to bring people a pleasant spiritual and emotional experience. It can be said that emotional design is to seek a balance point between people and things, is a people-oriented design philosophy, so emotional design of smart home products is the trend of product design and trends.

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THE INFLUENCE OF ENTERPRISE PERFORMANCE INNOVATION BASED ON POSITIVE PSYCHOLOGY ON ECONOMIC DEVELOPMENT

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Background: With the advent of the information age and the development of knowledge economy, innovation has become an important means for enterprises to obtain competitive advantages and maintain young vitality. Employees play a vital role in innovation activities. Under the given conditions of policy, market and financial environment, positive psychology can effectively stimulate employees' innovation potential and improve innovation performance. Knowledge is the cornerstone of innovation. Enterprises should not only improve staff's ability to collect and reserve knowledge, but also strengthen the flow of knowledge to obtain the value of knowledge. Knowledge sharing refers to the exchange of knowledge, experience and skills among employees, and further proliferation and sublimation. The main purpose of knowledge sharing is to increase the mobility of ideas.

With the development of economic globalization, enterprises are facing more and more market competition. In order to survive and develop in the increasingly stimulating competitive environment and maintain their own competitive advantages, enterprises need to innovate constantly. With the development of society, economy and science and technology, innovation has become the theme of human society. The key competitive factors of a nation are closely related to its innovation ability. Innovation is the primary driving force leading the development of society, economy and other aspects. In the process of economic development, innovation should be placed at the core of national development. At the same time, innovation is also a necessary condition for the survival and development of enterprises, which is conducive to the acquisition of competitive resources and promotes enterprises to develop and advance in the increasingly fierce market competition environment.

Objective: Man is the main body of innovation activities, and there is no innovation form and content apart from man. Traditional resources, such as capital and technology, are being imitated by competitors at a faster and faster speed. Therefore, these traditional resources are difficult to become the competitive

advantage resources in the future development of enterprises. The knowledge and skills of employees are the main sources for enterprises to obtain sustainable competitive advantages. For enterprises and their managers, they want their employees to achieve not only the standard performance, but also the additional performance of innovation work. Therefore, to take measures to stimulate employee's creativity and innovation will to improve employee's innovation performance has become an important topic for more and more managers.

Subjects and methods: This article mainly carried on the investigation analysis from the positive psychology enterprise achievements innovation to the economic development influence. By sending out questionnaires, the effect of positive psychology on enterprise development is analyzed statistically.

Study design: Stratified cluster random sampling method was used to investigate 600 employees of different ages and genders in different types of enterprises. Three enterprises were randomly selected 200 people of each to conduct a questionnaire survey, a total of 600 questionnaires, 584 recovered, the number of effective copies of 571.

Methods: Three enterprises were randomly selected 200 people of each to conduct a questionnaire survey, a total of 600 questionnaires, 584 recovered, the number of effective copies of 571.

Results: Positive mental capital is a kind of positive mental state, which mainly includes optimistic, cheerful, full of hope, perseverance and self-efficacy in 4 aspects. Knowledge is the cornerstone of innovation, but all valuable innovation can be realized through knowledge exchange, accumulation and application, and knowledge sharing behavior can bring about the improvement of employees' innovation performance. Knowledge sharing leads to the potential risk of individual losing competitive advantage, while employees with strong psychological capital are willing to share their experiences and skills with others, and ultimately bring about the improvement of innovation performance. The specific statistical table is shown in Table 1.

Table 1. The impact of positive psychological innovation on economic development.

Factor	Psychological capital	Knowledge sharing	Innovation performance
Large enterprises	3	4	4
Medium-sized enterprise	3	4	3
Medium-sized enterprise	4	3	4

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The result is determined by rounding off the average value of 600 employee groups.

Conclusions: With the coming of information age and the development of knowledge economy. Knowledge and information are gradually becoming the dominant factors in economic life. The rapid development of science and technology as well as the intensification of market competition promote the technological change. Modern enterprises can only face the current predicament in the process of continuous innovation and development. Innovation is directly related to the competitive advantage and the sustained growth of enterprises. Enterprise performance innovation based on positive psychology can provide better service for innovation and development and stimulate the innovation vitality of the whole people.

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DYNAMIC ANALYSIS OF MENTAL STATE OF COLLEGE STUDENTS IN IDEOLOGICAL AND POLITICAL CLASS

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Background: Contemporary college students, most of the process of growth is relatively smooth, rarely

experienced great difficulties and setbacks, poor psychological capacity. There are some basic problems in the psychological quality, mainly as follows: (1) Poor adaptability to the environment. Adaptation to environment is one of the important signs of mental health. Entering the university from middle school, most of the students can basically adapt to the new environment after a period of adjustment. But also some students complete this transformation time to be too long, even a few students cannot complete this transformation smoothly, cannot adapt the new environment;(2) His mood is not stable enough and his attitude towards life is not optimistic enough. In real life, many students are in a fluttering mood. Some people often get upset over trifles and sulk all day long. This kind of excessive emotional reaction surface, reflects the hidden behind the unhealthy psychological characteristics;(3) Weak willpower. Willpower is a psychological activity process in which people adjust their actions to overcome difficulties in order to achieve a certain goal. It embodies the subjectivity of people in practical activities. Enthusiasm and activeness are the essential excellent psychological qualities of successful persons. (4) The ability of psychological self-adjustment is poor. Due to the malpractice of examination-oriented education, some students form a serious dependence and inertia. When they face and solve problems and difficulties by themselves, they will fall into a state of depression, anxiety and tension. Psychological quality is an important part of students' quality, which restricts the development of other qualities. It is both the starting point and the destination of quality education. Therefore, it is an effective way to improve the effectiveness of ideological and political education in colleges and universities by carrying out mental health education in order to enable students to face the increasingly fierce competition with good mental state.

Objective: The educational goal of colleges and universities is to train students to develop in an all-round way morally, intellectually, physically, aesthetically and physically. But this goal realization, must take the student physiology, the psychological two aspects healthy development as the premise and the foundation. Therefore, it is helpful to improve students' mental state and promote the healthy development of students' psychology to probe into students' mental state in ideological and political class.

Subjects and methods: A total of 80 college students were interviewed one-on-one for 50 ~ 100 minutes before and 1 hour after class respectively. The time of a single interview was 20 ~ 60 minutes. The interview includes the students' cognition, whether they have enough preview and review, how to treat the importance of the ideological and political course, and whether there is any suggestion to the classroom teaching method and curriculum planning. Interviews are conducted on a voluntary basis and students' information is not disclosed. Record the whole interview process, analyze the content of the interview, understand the psychological state of students and their views on the ideological and political classroom.

Results: After arranging the interview contents, the satisfaction of the students to the existing ideological and political teaching is calculated, and the results are shown in Table 1. As can be seen, about a quarter of the students are not satisfied with the existing classroom teaching. In fact, in the classroom teaching of thinking and politics, teachers can actively stimulate the cognitive desire of students. Need is the starting point of all human cognitive and practical activities. The needs of learning subjects directly affect the operation of learning activities. Generally speaking, the stronger the need of the subject, the higher the consciousness of the subject to carry out learning activities, and the greater the enthusiasm. And vice versa. The teaching of Ideological and Political Theory should be based on the needs of college students to become useful, to improve their theoretical thinking and to realize their self-worth in serving the society. It is an important link for educators to maintain and control the attention of educatees in the ideological and political education. Therefore, we should arrange the teaching plan reasonably according to the characteristics and laws of the educatees, so that the educatees can pay attention to it intentionally and not pay attention to it. The course of ideological and political theory should not only make the educated accumulate perceptual knowledge through perception, learn theory through memory, but also raise perceptual knowledge to rational knowledge through thinking, so as to grasp the essence and law of things, so as to achieve the goal of improving ideological knowledge and personal quality.

Table 1. Student satisfaction results.

Results	Dissatisfied	General	Satisfy
Numbers	19	29	32

Conclusions: The teaching method of college ideological and political theory course belongs to moral education method. Moral education differs from intellectual education in that: First, the teaching method of intellectual education only solves the contradiction between knowing and not knowing, between knowing and not knowing, while the teaching method of moral education must also solve the problems of faith and disbelief, action and disqualification, and the relationship between individual, collective and society. Secondly, the teaching method of moral education is that educators exert influence on mental and moral fields of educatees by certain ways and means. It should not only suit the receptive psychology of educatees

but also surpass it. Sometimes the explicit education of open teaching intention easily causes the rebellious psychology of educatees with strong independent personality. The teaching method of intellectual education is to teach students the knowledge of natural science and humanities and social sciences, and the open teaching intention will not hinder the teaching effect. Thirdly, the teaching method of moral education serves to cultivate certain moral character, and to achieve the unity of moral cognition, emotion, will and behavior is much more complicated than the teaching method of intellectual education, which only needs to find out what is and why. The purpose of innovating the psychological methods of ideological and political theory teaching in colleges and universities is to make use of psychological principles to improve the effectiveness of ideological and political theory teaching, to achieve the goal of "putting people first" and to promote the continuous improvement of ideological and moral quality of college students.

The starting point and goal of ideological education should be centered on improving the comprehensive quality of college students and cultivating qualified talents with all-round development of morality, intelligence, physique and aesthetics. Implement the systematic management mode and operation mode of college students' participation and interaction. Truly in the system and mechanism and ideological guarantee of ideological and political education of college students to strengthen the work. All personnel engaged in the daily ideological and political education of college students should adhere to the correct political direction, strengthen ideological and moral cultivation, enhance the sense of social responsibility, and become the guide and guide for the healthy growth of college students.

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THE PREDICAMENT AND COUNTERMEASURES OF MODERN AGRICULTURAL ECONOMIC DEVELOPMENT FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Agriculture occupies a vital position in the economic development of our country, which concerns the national lifeline and the clothing, food, shelter and transportation of hundreds of millions of people. Therefore, ensuring the healthy and sustainable development of agriculture plays a very good role in China's national economy, maintaining social stability and harmony, there is also a role that cannot be ignored. Modern agriculture is a modern high and new technology with engineering technology, biotechnology and information technology as the core, and production facilities and scientific management methods provided by modern industry as the support, to improve the equipment level of agricultural production, to manage agriculture with modern market experience, to support agriculture with socialized service system, to change the main body of production from traditional farmers to modern farmers with high quality and high degree of organization, and to realize specialized, large- scale, intensive, commercialized, socialized and diversified industrial forms and multi-functional industrial system under the comprehensive effect of market mechanism and government regulation. Modern agriculture is not agriculture in the general sense, it covers all the elements of agriculture, industry and service industry, and it is the organic integration of primary, secondary and tertiary industries. The investment and use of a large number of modern factors (production conditions, production techniques, management) in modern agriculture are mere means, the fundamental purpose of which is to tap the potential value of agriculture on the basis of increased comprehensive productivity of agriculture (including labor productivity, land productivity) and capacity for sustainable development. It is a great change and progress to the traditional agriculture, and an active exploration to the new path of rural development.

Objective: Agriculture is the pillar of national economic development, which can promote the stable and sustainable development of agriculture, and it is of great significance to promote the healthy development of national economy, maintain social stability and achieve social equity. Therefore, we must adhere to the development of modern agriculture, rural economic prosperity as an important task, and earnestly grasp.

Subjects and methods: At present, China's agricultural economic development is in the transition stage from traditional agriculture to modern agriculture. How to deal with various new tests in the transition period is a problem that should be attached great importance to. This paper investigates and analyzes three research directions: developing characteristic economy, strengthening the implementation of the policy of benefiting farmers, promoting farmers' income increase and developing township enterprises. Through the way of consulting materials, this paper studies the predicament and countermeasures of modern agricultural economic development from the perspective of social psychology.

Study design: Using network resources and library and newspaper resources, this paper analyzes the

difficulties and countermeasures of agricultural economic development in order to improve China's economic development.

Methods: The influence of Excel statistical social psychology on the development of modern agricultural economy.

Results: Developing characteristic economy is beneficial to the upgrading of industrial structure. Cultivating new industries and developing characteristic economy are effective measures to develop rural modernization economy. More efforts shall be made to support mechanized, specialized, large-scale and high-quality production in rural areas and improve the efficiency of agricultural production. The market access of the non-public sector of the economy shall be relaxed to gradually form a unified labor market in both urban and rural areas and to improve the degree of agricultural organization. Township enterprises are an important force to increase the income of farmers and promote economic growth in China. They can effectively enhance the vitality of enterprises and adjust industrial layout.

In this survey, the influence values of specific factors of grades 0-4 are used, with 0 indicating irrelevance, 1 indicating slight influence, 2 indicating general influence, 3 indicating obvious influence, and 4 indicating full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the specific statistical table is shown in Table 1.

Table 1. Effects of social psychology on economic development of modern agriculture.

Factor	Characteristic economy	Preferential agricultural policy	Develop township and village enterprises
Data resources	4	4	4

Conclusions: The development of characteristic economy should not only be satisfied with the increase of the quantity of agricultural products, but also the quality of agricultural products. We shall actively develop characteristic agriculture, green food and ecological agriculture, optimize industrial structure, protect well-known agricultural products brands, develop animal husbandry and enhance the scale of foreign trade of agricultural products of our country. At the same time, according to their own information system to timely understand the scientific and technological trends, select a more appropriate technology for agricultural production. And the use of multimedia to establish technology sharing and training platform for farmers the necessary production skills training, and strive to improve the promotion of agricultural technology.

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THE IMPACT OF ECO-FILMS ON THE MENTAL HEALTH DEVELOPMENT OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF MEDIA CONVERGENCE

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Background: After the introduction of contemporary psychology, after more than 30 years of development, the efficacy of ecological films has been constantly verified. No matter for clinical patients suffering from physical diseases or psychological diseases, or for healthy people, ecological films can significantly improve physical and mental symptoms and promote mental health. Nowadays, ecological films have been widely used in medical treatment, psychological intervention, education, sports and other fields in western countries, and have attracted more and more researchers' attention in China.

Research shows that ecological movies are significantly positively correlated with mental health. Individuals with high level of ecological movies have higher mental health, positive emotion, life satisfaction and lower negative emotion, and ecological movies can effectively improve individual mental health. But how do eco-movies affect mental health? At present, there is a lack of research in this area, and the internal mechanism of ecological films to improve mental health is still not very clear. With the in-depth development of research, exploring the mechanism of ecological films to improve mental health has become the top priority of research on ecological films and mental health.

The academic circle applied ecological film to ecological film intervention, and practiced it in a non-judgmental and accepting attitude, no matter making people pay attention to the internal experience or external environment presented at each moment. This open, accepting, non-judgmental, and non-reactive attitude to emotional experiences contributes to the ability to regulate emotions. Emotion regulation may be a mediating variable in the relationship between eco-movies and mental health, but this is only a theoretical conjecture and has not been supported by empirical research.

Subjects and methods: The research object adopt the method of random cluster sampling to conduct a questionnaire survey among freshmen to seniors from five universities in Beijing, Shanxi Province and Yunnan Province. A total of 506 questionnaires were sent out, 58 invalid questionnaires were excluded and 448 valid questionnaires were valid, with an effective rate of 88.54%. The age of the subjects ranged from 17 to 27 years old, with an average age of 21.15±1.66 years old. Among them, 140 are boys and 308 are girls. 149 in the first grade, 69 in the second, 142 in the third and 88 in the fourth.

Study design: Deng, Liu, Rodriguez and Xia (2011) translated and revised the Chinese Version of the Five Facet Mindfulness Questionnaire (FFMQ). There are 39 entries in total, including observation, description, conscious action, non-judgment and non-reaction. Using the five-point scoring method, the higher the score, the higher the level of ecological film. The revised scale has good psychometric index in college students. In this study, its A coefficient is 0.73.

The Index of Well-being (IWB) compiled by Campbell et al. It consists of two parts: overall affective index and life satisfaction. The former consists of 8 items with a weight of 1. The latter has only one term with a weight of 1.1. Seven points are used. The higher the score, the higher the mental health rating. The retest reliability of this scale is 0.849 and has good validity. In this study, its A coefficient is 0.801.

Methods of statistical analysis: All of the data were statistically analyzed using SPSS 20.0 and Amos 20.0.

Results: All the data in this study came from self-report, and there may be common method deviation in the measurement. The potential factor method was used to test the common method deviation. First, a confirmatory factor analysis model was constructed, and the main fitting indexes of the model were $x2/DF =2.182$, NFI=.958, GFI=0.984, CFI=0.967, RMSEA=0.065. Secondly, on the basis of the original confirmatory factor analysis model, a method potential factor was added, so that all the measurement items were loaded not only on the construction factor but also on the method potential factor. The results show that, compared with the original model, $x2/DF =0.027$, NFI=0.015, GFI=0.007, CFI=0.013, RMSEA=0.004, the change of each fitting index is less than 0.02. Therefore, it can be considered that the model has not been significantly improved after the addition of common method factor. There is no obvious common method deviation in the measurement.

The results of correlation analysis among the related variables of mindfulness, emotion regulation, resilience and mental health grade showed that there were extremely significant positive correlations among mindfulness, reevaluation, resilience, overall emotional index, life satisfaction and mental health grade (P <0.001). Inhibition of expression was significantly negatively correlated with reevaluation and resilience, but not significantly correlated with mindfulness, overall affective index, life satisfaction and mental health grade (P >0.05), as shown in Table 1.

Table 1. Correlation of mindfulness, emotional regulation, psychological resilience with mental health grade (n=448).

	M	SD	1	2	3	4	5	6
1. is mindful	3.013	0.262	1					
2. re-evaluated inhibition of	4.571	1.002	.417***	1				
3. expression	3.669	0.94	0.007	-.225***	1			
4. psychological elasticity	3.435	0.509	313***	.404***	229***	1		
5. Performed in the affective index	4.989	0.943	.321***	227***	-0.051	359***	1	
6. life satisfaction	5.224	1.537	222***	222***	0.068	.295***	391***	1
7. Mental Health Level	10.202	2.123	.313***	260***	0.022	.376***	.748***	$98***

Conclusions: A total of 448 college students were surveyed with the five-factor Mindfulness Scale (FFMQ), Emotion Regulation Scale (ERS), resilience Scale (CD-RISC) and mental health Index (IWB) to explore the mechanism of the effect of eco-movies on mental health. The results showed that;

(1) there was a significant positive correlation between ecological film, reappraisal, mental resilience and mental health;

(2) The chain multiple mediating effects of reevaluation and mental resilience play a part of mediating effect between ecological films and mental health. On the one hand, ecological films can improve mental

health by promoting mental resilience; on the other hand, ecological films cannot directly improve mental health by using reevaluation strategies. There is a path of "ecological film - reevaluation - mental resilience - mental health".

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THE APPLICATION OF AESTHETIC PSYCHOLOGY IN THE INTERPRETATION OF VOCAL MUSIC WORKS

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Background: Aesthetic psychology is a unique higher cognitive function of human beings, which has been explored by modern researchers using various methods and neurophysiological measurement tools. FMRI experiments found that some vocal music works in line with the participants' aesthetic taste resulted in stronger activation of medial and left frontal regions. ERP studies showed that aesthetic stimuli could induce a larger P3 amplitude. In addition to nerve activity, biochemical reactions almost all over the body, including blood circulation system, respiratory system, glandular secretion system and even digestive system, are obviously involved in this emotional process. In fact, the heart rate, skin electricity can not only reflect people's aesthetic psychology, aesthetic experience, and often distinguish experience strong degree of sensitive indicators: a study for some music, men's and women's preferences, wake up, such as there is no significant difference of subjective evaluation, but in the heart rate, skin conductance level and mean temperature can present different indicators, Women are more sensitive. In recent years, Silvia evaluation theory has further subdivided aesthetic psychological emotions, and therefore requires the sensitivity of corresponding neurophysiological indicators.

Two kinds of stimuli were used to induce fear and disgust respectively. The results showed that the disgust evoked by facial pictures activated the anterior insula and caudate putamen, but the disgust evoked by sound stimulation did not activate these two regions. Studies of positive emotions have found similar results: PET scans have found that aesthetically pleasing vocal music elicits increased regional cerebral blood flow in the left orbitofrontal cortex, temporal pole and superior frontal gyrus. Usually if there is a consistency across the channel to explore the emotional response is to determine the emotional types and the corresponding psychological physiological mechanism is an effective way, so in this study, using the different types of vocal music testing aesthetic experience, to the heart rate (HR) and skin conductance (GSR) as an index, through the experiment measured the autonomous physiological responses under different aesthetic psychology state, revealing the different Physiological reaction characteristics of aesthetic experience types of vocal music works; Compared with the physiological reactions of positive and negative emotions, this paper verifies the recursive relationship between aesthetic experience and positive emotions in vocal music works from the perspective of physiological reactions.

Subjects and methods: A total of 106 undergraduates were recruited from A certain university, and 76 subjects were left after eliminating those inconsistent with the purpose of inducing vocal music works, including 31 in group A. 45 people in group B; The average age was 21. Through the subjects' selection of music vocal music works to determine whether to induce their corresponding different styles of vocal music works aesthetic experience.

Study design: First of all, according to the principle that can best reflect the characteristics of the four aesthetic psychological styles, the doctor of music major selected four classical pieces: "The Imprint of rain" (beautiful style), piano Concerto No. 1 in B flat minor (magnificent style); "Wanderer Song" (tragic style), "Gavot Dance" (comedy style), and according to the experimental requirements using metronome control speed for editing, each segment lasted 2 minutes. Forty-five undergraduates were invited to evaluate again. After each song was played, the subjects were asked to immediately choose a word from the glossary of vocal music works to describe their aesthetic experience after listening to it. The next segment was played at an interval of 15 minutes. After listening to the music, 93.3% of the subjects chose words in the category of beauty to describe the aesthetic experience of "Imprint of Rain". 84.5% chose magnificent words to describe piano Concerto No. 1 in B Flat Minor; 86.7% chose comedy words to describe the Gavot Dance; 73.3% chose tragic words to describe the aesthetic experience of the passage in The Song of the Wanderer. This shows that the emotional aesthetic experience triggered by each piece of music is also typical: beautiful music brings soothing emotions; Magnificent music brings sonorous aesthetic experience; Tragic music brings tragic experience; Comedy music brings happy aesthetic experience.

Methods of statistical analysis: The physiological responses of the subjects were recorded by multitude

instrument. Heart rate was measured by the corresponding N lead. The positive pole of the cable was connected to the left lower limb, the negative pole to the right upper limb, and the reference pole to the right lower limb (experimental parameters: filter frequency LKHZ, sensitivity LMV, time constant.2s). The skin electrical measurement electrode was positioned at the positive and negative poles of the inner acupoint and The Lao Gong acupoint, and the reference electrode was attached to the inner side of the right calf (experimental parameters: filter frequency LKHZ, sensitivity 500UV, time constant 1s).

Results: Comparison of heart rate and skin electricity under different aesthetic experiences in aesthetic psychology. The response values of subjects under different musical backgrounds were compared and analyzed with baseline values. The results showed that under the background of music, the heart rate of all styles of vocal music was decreased, comedy and magnificence were significantly lower than the original baseline value (comedy response value = 74.67±4.78, P = 0.00; Splendor = 74.57±2.76, P = 0.01), tragedy was close to significant (response = 76.751.16, P = 0.07). Under the visual stimulation, the heart rate of the subjects decreased when they watched the vocal music works of different aesthetic psychology styles. The heart rate was significantly lower in comedy (response value = 74.68±7.36, P = 0.009) and sublime (response value = 75.66±5.13, P = 0.02). The heart rate changes of comedy and grand style were more significant than that of tragedy (77.23±6.71, P = 0.541) and grace (77.59±7.88, P = 0.58). In contrast, negative vocal music significantly increased the heart rate of the subjects (baseline value: heart rate = 78.89±0.70, response value = 83.85±0.16, t = -2.18, P < 0.05), and there was also a significant difference between negative vocal music and other aesthetic psychological conditions, F (4,27) = 8.64, P < 0.05. The statistical results are shown in Table 1.

Music, regardless of aesthetic type, showed a decrease in response to electro dermatitis compared with baseline (comedy = -16.02±50.95; Tragic response = -1.34±12.65, graceful response = -2.23±14.94, magnificent response = -3.59±23.54), among which, light and cheerful music induced significant difference (P = 0.03). When visual vocal music was presented (baseline = 0.98±6.54), electrodermal response values also decreased (comedy response = -10.45±48.17; Tragedy response value = 2.53±10.81, beautiful = 1.97±8.81, grandeur response value = 0.73±20.09), but the difference is not significant. However, the electrodermal level of negative vocal music was significantly higher than that of other vocal music (F (4,27) = 20.81, P = 0.000).

Table 1. Main effect analysis of heart rate and skin electricity by different vocal work styles and channel types.

Source of variants	SS	Df	MS	F	Error n^2	Statistical test force
HR vocal work style	353.81	3	117.94	6.01	0.078	0.956
Vroral work vocal errors	4178.14	213	19.62	-	-	-
Channel type	317.85	1	317.85	0.84	0.012	0.147
Channel type error	27006.9	71	380.38	-	-	-
Vocal works style x channel type	58.47	3	19.49	0.99	0.014	0.269
GSR vocal work style	6418.38	3	2139.46	3.06	0.042	0.712
Vroral work vocal errors	146706.32	210	698.6	-	-	-
Channel type	9.77	1	9.77	0.01	0	0.051
Channel type error	82436.32	70	1177.66	-	-	-
Vocal works style x channel type	410.43	3	136.81	0.19	0.006	0.1

Conclusions: The aesthetic experience of vocal music, which is divided into four categories of beauty, beauty, tragedy and comedy, belongs to the category of positive emotions. The autonomic physiological response induced by them is similar to that of positive emotions, and the heart rate and skin electrical response induced by them are significantly lower than that of negative emotions. The aesthetic experience of vocal music works is different from the positive emotion. The aesthetic experience of vocal music works makes the heart rate and skin electricity decrease, and has a higher physiological relaxation effect, while the positive emotion does not necessarily have this reaction. The relaxation effect of comedy vocal music works is the most significant.

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AN ANALYSIS OF THE EFFECT OF FOOTBALL ON THE MENTAL AND EMOTIONAL

STRESS INDUCED BY COLLEGE STUDENTS' EXERCISE

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Background: Emotion is the attitude and experience of objective things and the corresponding behavioral reaction. When objective things or situations meet the needs and desires of the subject, positive emotional experience can be induced. On the contrary, when objective things or situations do not meet the needs and desires of the subject, negative and negative emotional experience will occur, that is, when people are stimulated by the situation, after judging whether they meet their own needs, the subjective experience of behavioral changes, physiological changes and attitudes to things will be generated. Emotion is composed of subjective experience, external performance and physiological arousal. In the field of psychological research, emotion has always been regarded as an important factor affecting human behavior, and plays an important role in interpersonal communication, attitude change, job performance and even learning and memory. Physical exercise can not only transfer unpleasant consciousness and emotions, make people get rid of trouble and pain, and bad emotions can be catharsis, conducive to the regulation of brain activity. Physical exercise can also increase interpersonal communication, change the mentality of loneliness, depression and inferiority, so that the whole nervous system can be mediated, so as to maintain mental health.

Objective: This paper discusses the emotional induction induced by exercise in college students and provides scientific basis for health education of college students.

Subjects and methods: 200 students from a school, aged from 20 to 22 years old, were selected. Before the test, the subjects had carried out intensive training for one month, and they could understand the key movements and skills of football accurately and skillfully.

Study design: The questionnaire was distributed to 200 college students, 200 of which were attacked, and 197 of which were recovered, with a recovery rate of 98.5%. The Exercise-induced Feeling Inventory (EFI), developed by Cauvin and Rejeski, consists of 4 subscales, namely, energy stimulation, calmness, physical exhaustion and positive engagement, each of which has 3 items and 12 items. The e scale was tested by structural formula model and showed good structural validity. The internal consistency reliability of the scale was as follows: vitality excitation subscale (0.78), physical and mental calm subscale (0.80), physical fatigue subscale (0.72) and active involvement subscale (0.74). It shows that its internal consistency is high. The emotional feeling degree of this scale is divided into 6 points by the feeling of no feeling at all and very strong feeling, and the score range of each subscale is 0~15 points. Use the unified instruction language, let the subjects complete the questionnaire independently, and take it back on the spot.

Methods: All data were statistically analyzed and t test was used.

Results: Energy stimulation refers to the ability of physical activity or exercise to restore and stimulate one's energy. It includes three factors: mental stimulation, high energy and rejuvenation. Physical and mental peace refers to the physical activity or exercise can make people calm, including calm, relaxation, peace of three factors. Physiological exhaustion is the normal phenomenon that the movement ability that points to body activity or take exercise to be able to make the person and body function ability appear to drop temporarily, include fatigue, tired out, exhausted 3 factors. Active involvement includes passion, happiness and pleasure. In the field of exercise psychology, most studies have focused on the effects of long-term exercise. At present, many psychologists have begun to pay attention to the immediate effects of physical exercise; It is believed that the changes experienced in physical exercise can promote mental health to some extent. People's subjective state during exercise and after exercise can be used to predict the lifestyle of maintaining physical exercise. The statistical results of the obtained data are shown in Table 1.

Table 1. Statistical results of data (The average value±variance).

Emotion	Energy stimulation	Calmness	Physical exhaustion	Positive engagement
Value	12.13±2.15	8.17±3.58	7.51±2.72	12.25±2.94

Table 1 shows that in the exercise-induced emotion questionnaire after football practice, the net score of vitality stimulation and active involvement indicates that one-time football practice can restore and stimulate people's spirit and produce a good emotional awakening effect.

The research on the relationship between physical activity and mental health in exercise psychology

mainly focuses on the emotional latitude of mental health, which is not only because of the core position of emotion in mental health, but also because of the most intuitive psychological effect reflected by physical activity or physical exercise. As for the immediate effect of activating vitality and positive engagement after football practice, we analyzed that this might be related to the improvement of mood state, the decrease of anxiety level, and the reduction of stress and tension after football practice.

Conclusions: Using the Exercise-induced Feeling Inventory, this paper tested the influence of college students' physical exercise on their emotions, and the results showed that under the football exercise, college students could be actively engaged, stimulate their energy, thus obtain pleasure, and regulate the physical and mental peace of the athletes. However, college students should also reasonably adjust the amount of exercise and exercise intensity, adjust the duration of exercise, to avoid sports fatigue and sports injury. For students daily participate in exercise less, must strengthen the sports health education, encourage them to take part in physical exercise, students can master certain professional knowledge, and have a healthy body, a more positive emotions and good quality finish, with honors, healthy body out of the school, to the society.

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A NEW MODEL OF COMBINATION OF HEALTHY PSYCHOLOGY AND IDEOLOGICAL AND POLITICAL EDUCATION GUIDANCE

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Background: With the increasing demands of the society on students, the increasing pressure of competition and employment, the expansion of colleges and universities and the influence of their own growth environment, the psychological problems of students who are the favorites of heaven have gradually become prominent, and the education of students' mental health cannot be delayed. Because ideological and political education has its own limitations, it is difficult to effectively deal with the problems faced by students by simply conducting ideological and political education through colleges or instructors. Therefore, it can be effectively combined with health psychology to relieve students' psychology.

Of course, the mental health education of Chinese students is still in its infancy, and a new model combining health psychology and ideological and political education guidance has already begun. Some schools are equipped with an appropriate number of full-time psychological teachers, offer courses on student mental health education, set up student psychological counseling rooms, establish student mental health files, and ultimately enable students' mental health education to be effectively implemented. Some schools also use moral education workers, and psychologists provide part-time psychological education. Among these workers related to student mental health education, many have systematic psychological knowledge, understand the laws of student psychological development, and at the same time master the basic principles and methods of psychological counseling, as well as certain psychological measurement techniques. In this way, good results have been achieved in the practice of mental health education and psychological counseling.

Objective: The educational goals of ideological and political education and mental health education are all aimed at enabling students to establish a healthy and positive outlook on life, world outlook, and values; both are aimed at enabling students to grow up healthy and happy through education. But there is still a difference between the two: ideological and political education is based on the country's political stand, economic interests and ideological requirements to exert ideological influence on students in an organized, purposeful and planned manner, and guide them to establish a correct world view and be positive. His outlook on life and lofty values. So as to lay the ideological foundation for cultivating socialist qualified successors, this kind of education is usually the same as the previous part, that is, the basic standards that everyone should know and achieve are macroscopic. Mental health education is more from a personal perspective, that is, based on the growth laws and needs of students, combined with effective technical methods such as psychology, ethics, and medicine, to conduct students' personal cognition, emotional state, and psychological quality. Adjustment. Because everyone's personality and growth environment are different, mental health education pays more attention to the personal perspective, which is microscopic. Therefore, it is necessary to establish a new model combining health psychology with ideological and political education guidance. In order to improve the overall quality of students.

Subjects and methods: The new model of combining health psychology with ideological and political education guidance can help students practice correct learning concepts and establish knowledge and

thinking awareness. The combination of the new model can be planned in terms of improving the ability of independent learning, stimulating students' interest in learning, and promoting the development of mental health. This article mainly investigates and analyzes the improvement of students' learning psychology from the combination of new models. By distributing questionnaires, statistically analyze the effect of the new model of combining health psychology with ideological and political education guidance on students' learning psychology.

Study design: Using stratified cluster random sampling method, 500 students in school were surveyed. Randomly select one junior high school, one high school, and one university school. One class is selected for each grade. A total of 10 classes of students are surveyed. A total of 500 copies are issued and 477 copies are recovered. The effective number is 461 copies.

Methods: Use Excel to calculate the impact of the combination of health psychology and ideological and political education on students' learning psychology.

Results: Only by doing a good job in students' mental health education and improving their psychological quality can students be mentally positive and healthy, and can they better accept ideological and political education. Clear life goals through psychological counseling and have good psychological quality. Only a student with a good mentality and good psychological quality can better adapt to the society and deal with the various pressures and challenges in life and society, so that he can be invincible under any circumstances. The specific statistical table is shown in Table 1.

Table 1. The impact of the combination of health psychology and ideological and political education guidance on students' learning psychology.

Factor	Self-learning ability	Learning interest	Mental health development
Junior high school	3	3	4
High school	4	3	3
University	4	4	3

In the survey results, five levels from 0 to 4 are used to quantify the impact value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 500 students' ratings and take the average, and the results are rounded off to determine the results.

Conclusions: Ideological and political education and mental health education are not the relationship of inclusion; the two are mutually infiltrating and supplementing each other. Only a good organic combination of the two can exert the greatest advantage in moral education for students, and enable students who are the proud children of heaven to grow up better, healthier and happier, and enable students to learn to establish themselves correctly. Life ideals and realize their own life value. In the process of realization, this magnificent life goal can be achieved through one's own excellent psychological quality and good adaptability to the society. In this whole process, both ideological and political education and mental health education are indispensable.

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ANALYZE INTERNET FINANCE FROM THE PERSPECTIVE OF PSYCHOLOGY TO PROMOTE THE DEVELOPMENT OF GREEN ECONOMY

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Background: Whether it is Internet finance or green finance, it is a new thing. Internet finance needs to rely on modern technology and information to carry out financial crisis services. Compared with traditional financial models, Internet finance requires less manpower, convenient services, lower operating costs, more personalized products, and higher business processing efficiency. As a brand-new concept of financial development, green finance means that the development of financial services achieves the coordination and synchronization of environmental protection and economic development, that is, the realization of

sustainable financial and economic development. In the specific operation process, financial institutions adjust their business philosophy, business processes or policies based on the perspective of environmental protection, and effectively incorporate potential risks, costs and benefits related to ecological environmental protection in the daily financial business processing process, so as to support green Economic growth has realized the protection of the ecological environment. In the actual operation process, green finance includes Internet finance, and Internet finance has a strong role in promoting the development of green finance. By promoting the development of green finance, a good environment can also be created to promote the orderly development of Internet finance. In the process of implementing green finance, it itself contains the theory of sustainable development, and the financial industry also regards Internet finance as the main trend of future development. In the development process of green finance, it includes a variety of financial forms, and Internet finance is one of the very important contents. In the development process of Internet finance and green finance, not only strong scientific and technical support is required, but the development of the two is also conducive to reducing costs. It can be said that green finance and Internet finance have a strong consistency in development concepts.

Psychology is a science that studies the mental activities and behaviors of humans and animals. Such a branch of science is complex and has many genres. Among the many schools of psychology, it mainly focuses on the three most influential schools of psychology—behavioralist psychology, cognitive psychology, and humanistic psychology.

Objective: At present, under the new situation that the green economy has become the mainstream of development, green finance in the financial industry has also appeared in people's vision, and has been quickly recognized and accepted by everyone. Green finance is a new concept of financial development, and Internet finance is an important part of it. Green finance can make full use of Internet finance to promote its own rapid development. Therefore, guided by certain psychological theories, combined with the actual development of Internet finance, the green economy actively constructs a green economic development path.

Subjects and methods: With the rapid development of Internet technology in my country in recent years, a new development path for the financial industry based on Internet technology has gradually spread before us. On the one hand, Internet technology provides opportunities for the further development of the financial industry. This article mainly investigates and analyzes the improvement of the development of small, medium and large enterprises from the perspective of psychology. By issuing questionnaires, statistical analysis of Internet finance's promotion of green economy development.

Study design: The stratified cluster random sampling method is used to analyze the operating status of six small enterprises, medium-sized enterprises and large-scale enterprises, and evaluate the income level and the development of the green economy.

Methods: Use Excel to count the development of green economy of enterprises.

Results: Small and medium-sized enterprises are a very important form of social and economic development in our country, and are of great significance for improving people's livelihood and promoting the establishment of a harmonious society. The development of Internet finance can effectively help small and medium-sized enterprises obtain sufficient funds, so that small and medium-sized enterprises can obtain better development opportunities and thus regain their career success. Although Internet finance has many advantages, there are also problems such as high risks and weak management. When choosing financing, SMEs must evaluate their own business methods, judge their own capabilities, and choose appropriate financing methods, so as to provide for the long-term development of SMEs. The development has laid a good foundation, so that small and medium-sized enterprises can burst into new vigor and vitality.

In the survey results, five levels from 0 to 4 are used to quantify the impact value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, and 4 means sufficient influence.

Table 1. The development of green economy of enterprises.

Factor	Increase revenue	Upgrade	Technological innovation
Medium-sized enterprise	4	3	4
Large enterprise	3	2	3

Conclusions: Recently, Internet technology and modern financial theory have developed rapidly, and each has made great achievements in their fields. And because the high efficiency of Internet technology meets the needs of modern finance, the combination of Internet technology and modern finance has become a general trend. At present, my country has formed a development pattern of Internet finance in which multiple business models such as Internet payment, online crowdfunding and Internet consumer finance coexist. At present, the combination of green finance and Internet technology has made full use of Internet

technology for business development and innovation, and green financial products related to Internet technology have also been fully developed and researched. As an important part of modern finance, green finance has fully adapted to the new social environment, combined with Internet technology, and actively used the advantages brought by Internet technology to make up for its own shortcomings.

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EFFECT OF ECOTOURISM ON PSYCHOLOGICAL STRESS RELIEF IN PATIENTS WITH MENTAL DEPRESSION

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Background: The development of urbanization has led to rapid population agglomeration, great changes in the natural environment, accelerated pace of life, and mental health problems such as anxiety, insomnia and depression. In the process of ecotourism, rich natural landscape and beautiful ecological environment can effectively regulate human nervous activity, relieve tension and emotional exhaustion, reduce stress and anxiety, and restore normal human function. Ecotourism integrates the knowledge of tourism, medicine, ecology and other related subjects, and is an important way to health care and improve physical and mental health. Urbanization has exacerbated modern urban congestion, population density and changes in the natural environment. Human gradually away from the natural environment to urban agglomeration, the pace of life faster, more and more social pressure for competition. A series of problems, such as "house loan", "car loan", "the old and the young", make people's mental anxiety aggravate, and the health problems related to mental stress emerge one after another. Surveys show that Chinese stress levels have leapt to the top of the world, with the number of people suffering from depression and anxiety disorders soaring as stress problems intensify. With the development of modern health care technology, many epidemics have been effectively controlled in the past, but people's anxiety, insomnia, mental depression and other mental health problems are worsening. Stress-Related diseases have become a major social problem. Therefore, the effect of environment on human psychological recovery is studied. Based on the theory of attention recovery and stress relieving, this paper probes into the positive effects of recovery experience on human body, and studies its connotation, function, characteristics and theoretical basis.

The burden of work, life and family makes the pressure of modern people keep rising. Many people suffer from anxiety, insomnia and fatigue. In 2017, the number of people suffering from mental illness in China exceeded that of cardiovascular diseases, and the number of people suffering from depression reached 90 million. In addition to mental illness, mental long-term in a high degree of tension, the existence of mental health risks is innumerable. How to effectively improve people's mental health is an important issue that brooks no delay. The health factors of ecotourism can effectively relieve emotional tension, reduce mental anxiety and improve physical and mental health.

Subjects and methods: The analysis of stress relief process of depression patients and the effect of ecotourism health factors on stress can provide reference for alleviating mental stress of modern people and provide suggestions for scientific development of ecotourism.

Study design: A total of 1000 depressed patients were invited to participate in ecotourism activities, and a questionnaire on depression was distributed to them. Each participant was asked to complete the questionnaire once for 15 to 20 minutes. A total of 1000 issued, 984 recovered, the number of effective copies of 969.

Methods of statistical analysis: Using Excel statistics of ecotourism on mental depression in patients with psychological stress relief effect analysis.

Results: Beautiful natural landscape and comfortable ecological environment are important components of ecotourism. Forest ecological environment, recreational facilities, sports and fitness facilities are also important ecotourism resources. Moreover, ecotourism should have professional guides to plan and design the route, guide and explain, comfortable and natural accommodation, healthy food with local characteristics is an important part of ecotourism. Through ecotourism can effectively relieve the psychological stress of patients with depression.

The results of this survey use 0-4 five levels of quantitative specific factors influence value, 0 means nothing, 1 means a slight impact, 2 means a general impact, 3 means a significant impact, 4 means full impact.

Table 1. Effect of Ecotourism on Mental Stress Relief of Depressed Patients.

Factor	Natural landscape experience	Eco-environmental experience	Forest health facility experience	Forest health service experience
People with mental depression	4	4	3	3

Conclusions: Ecotourism originated in the West, is a form of tourism to improve physical and mental health, is a kind of health tourism. A convalescent tour of nature away from one's place of residence for the purpose of health. The change of modern people's life style, the change of social structure, the increasing demand for leisure and recreation, and the progress of medical and health care services have promoted the rise of health care services and become popular with the public. Ecotourism is a combination of forest tourism and health tourism, which aims at improving health and relaxing mood. Based on the forest ecological environment and through scientific planning, management and health care knowledge guidance, ecotourism aims to achieve the goal of health care and health preservation. In combination with China's traditional health preservation culture, forest tourism resources and facilities are used to help tourists strengthen their body, prolong their lives and effectively relieve psychological pressure on patients with mental depression.

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CHANGES AND PROSPECTS OF RURAL TEACHER COMPENSATION POLICY FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Positive psychology advocates to focus on the virtues and power of human beings and how to help people achieve happiness instead of negative stress coping and problem solving. Psychological resilience, as a positive psychological trait to deal with stress or adversity, maintain physical and mental health and happy life, is closely related to happiness. The study found that psychological resilience of teachers can help to alleviate the negative impact of occupational stress and help teachers to obtain more happiness experience. Another study found that the more social support teachers received, the stronger the individual happiness experience. In view of the correlation between psychological resilience, social support and teachers' happiness, there are few studies combining multiple factors to study teachers' happiness in rural areas. Therefore, to provide good salary and reasonable salary policy for rural teachers can improve their psychological well-being and provide psychological support for rural teachers.

Positive psychology studies the formation of human positive psychology. Rural teachers' salary affects teachers' identification with work, and teachers' professional identity belongs to the field of teachers' positive occupational psychology. Therefore, it is necessary to analyze its theoretical viewpoints and start from the main dimensions of professional identity, namely, professional awareness, professional ability, professional emotion and professional expectation: Positive psychology holds that positive organizational relationship is an important field of individual positive emotional experience, and positive work system is the core content of it, which is helpful to improve individual job satisfaction. Positive psychology advocates the establishment of role models, emphasizing that workers should be clear and understand the roles and tasks and the corresponding responsibilities, goals, rights and related information. Therefore, rural teachers should establish positive and reasonable work orientation. We should not only make a living as a teacher, but also as a lifelong pursuit, realize the importance and prospects of rural education, and at the same time we should have a correct understanding of our role. Teachers should be the participants and guides of students' learning, and clarify the value of their own profession in the teaching process, and become wise.

Objective: From the perspective of positive psychology, this study investigates the happiness of rural teachers, and provides reference for the education authorities and school management, and for the change of rural teachers' salary policy.

Subjects and methods: Cluster random sampling was used to select 300 rural teachers in a province to carry out a questionnaire survey. 297 valid questionnaires were retrieved, the effective survey rate was

99%.The age distribution of teachers surveyed ranged from 23 to 55 years, with an average age of 35.46±8.96 years; Among them, 164 male teachers and 136 female teachers;67 people with 0 - 5 years of teaching experience, 122 people with 6 - 10 years of teaching experience, 76 people with 11 - 15 years of teaching experience, and 35 people with 15 years of teaching experience; Educational background 102 people in high school or normal school, 198 people in college or university. The survey was conducted on the spot with the consent of all the teachers and the time of testing was about 20 - 25mi n. All questionnaires were collected anonymously on the spot. The data were analyzed by SPSS17.0 and AMOS 20.0.

Results: For a long time, although the state has tried to solve the problem of low income of rural teachers by increasing their salaries and subsidies, the salaries of rural teachers in China are still too low to meet their growing needs in production, life and psychology.

Survey of the salaries of different teachers. The averages of the results are shown in Tables 1 and 2.

Analyzing the data in Table 1, there are two types of allowance: "category" and "amount". The term "less category" refers to the fact that the grant of rural teachers' allowances is relatively single, and most of them only include the term "rural teachers' allowances", while other items closely related to rural teachers, such as housing subsidies, transportation subsidies and meal allowance, are not reflected.

Analysis of Table 2 data, regardless of what kind of wage system, teachers are paid by the basic wage and various types of allowances composed of two major parts, highly rural teaching allowance is only a common element of many allowances, is not listed separately, it is difficult to reflect the rural salary of rural teachers from the form of payment of rural teachers. Among all kinds of allowances and subsidies, only the "allowance for hard and remote areas" or the "allowance for rural teachers" clearly reflect the nature of teaching in rural areas. In fact, the particularity of teaching in rural areas is not only reflected in the need for subsidies and subsidies for the posts of teaching in rural areas, but also includes many other allowances and subsidies brought by rural particularities, such as traffic subsidies brought by lack of housing, meal allowance brought by lack of canteens, and class teacher subsidies brought by excessive class size. If there is no appropriate subsidy, it will lead to the imbalance of mentality or concept of rural teachers, which will make it difficult for teachers to play their functions.

Table 1. Remuneration of rural teachers.

Rural teaching allowance (yuan/month)		Class teacher allowance (yuan/month)		Transport allowance (yuan/month)		Basis for determination	
Disburse ment figure	Expected number	Disburse ment figure	Expected number	Disburseme nt figure	Expected number	Disbursement figure	Expected number
50~500	≥900	400	≥500	0	50~100	File	Average

Table 2. Rural teaching allowance disbursed separately from total performance pay.

Attitude	Disbursed separately from total performance-related pay	Disbursed from existing total performance pay	It doesn't matter
Numbers	278	0	10
Proportion	92.7%	0	3.33%

Conclusions: At present, the salary of rural teachers is still worrying, the overall income level of teachers is lower than that of civil servants, regional differences in income level, teachers cannot be effectively stimulated. The lack of incentive function of rural teachers' compensation system must be changed, otherwise it will have a great negative impact on the quality of education and teaching in rural schools. Should earnestly implement the performance wages related policy; Strengthen the county-level management of teacher performance pay; Give full play to the incentive role of redistribution of performance-based pay; Raise teachers' allowances and subsidies in remote areas through legislation. In order to attract high-quality teachers to teach in remote areas, improve the overall competitiveness of the school.

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MENTAL HEALTH OF ENTERPRISE EMPLOYEES AND ENERGY SAVING ENVIRONMENTAL BENEFIT UNDER CARBON EMISSION REDUCTION TARGET

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Background: Carbon emission reduction targets will inevitably lead to some limitations on production emissions, which will easily bring some psychological constraints or negative emotions to the employees, or even cause the employees to collapse. If an individual perceives that freedom is threatened, he or she will regain freedom by resisting external information, which has the opposite effect from the information requirement. The appearance of comparative information will restrict people's freedom of choice. The discomfort of restricted freedom will lead to a series of negative emotions, including psychological resistance. Psychological resistance depends first and foremost on whether the individual perceives the restricted freedom, as well as the judgment of the purpose of the behavior. As a kind of negative psychology, the negative emotion caused by psychological resistance will make individuals more inclined to not accept information intervention, and spiral strengthen or weaken the willingness to participate. Psychological resistance has a negative effect on the production intention of energy-saving products. Energy-saving behavior not only involves the individual's own economic interests, but also belongs to pro-environmental behavior with social impact. Based on the information feedback of social comparative energy use of different spatial distance comparisons, when individuals are in a state of high level of interpretation when facing the comparisons of distant spatial distance compared with their own spatial distance), people attribute their behaviors more to stable characteristics than to situational factors, and supportive reasons play a dominant role in the decision-making of distant spatial distance, thus reducing psychological resistance and thereby improving their behavioral intentions for energy conservation; When an individual is at a low level of interpretation when confronted with the information of a close comparison object compared with the person who is far away from his own space), and uses incidental, peripheral and backgrounded features to interpret recent events, the reason for refusal is more influential in the decision-making of close space, resulting in a higher likelihood of refusal to be persuaded, which will increase psychological resistance and thus reduce the goal of energy-saving behaviors. Therefore, if social comparative information arouses the receptors' psychological resistance, the information may be ignored or belittled by the receptors, and the receptors will not be easily influenced by the information, that is, it is not easy to generate energy-saving behavior intention. Therefore, under the target of carbon emission reduction, analyzing the relationship between employee's mental health and enterprise's energy-saving environmental benefits is beneficial to improve employee's mental health, reduce employee's psychological resistance and improve enterprise's energy-saving environmental benefits.

Objective: In order to improve the psychological state of employees and reduce their psychological resistance to carbon emission reduction targets, two hypotheses are put forward: H1: When employees are presented with feedback of comparative information, compared with the comparator in short space, the comparator in far space causes lower psychological resistance of employees. H2: When employees experience strong psychological resistance, it will reduce the intention of energy-saving behavior.

Subjects and methods: Randomly selecting 200 employees of a manufacturing enterprise, the recruited subjects were first asked to fill in the self-constructed scale, and then were divided into two types of self-constructed subjects according to certain rules: independent self-constructed and dependent self-constructed. Then, they were randomly assigned to fill in two kinds of spatial distance scales for the two types of self-constructed subjects, that is, they read the relevant "comparative energy consumption information", and then fill in the psychological resistance scale, the energy-saving behavior intention scale and personal statistical information. The Self-Construction Scale measures the individual's level of idiosyncratic self-construction, including 24 questions. The classification of self-construction types is as follows: The mean value of the independent dimension minus the mean value of the dependent dimension is used to divide the subjects into independent and dependent ones. The scale of psychological resistance was measured from two aspects: obsessive-compulsive feeling and inference of manipulation intention. At the same time, 80 employees were randomly interviewed for 30 to 60 minutes, including the current environmental status, the understanding of carbon emission reduction, the energy-saving environmental benefits of enterprises, environmental attitudes, and the understanding of work content. Finally, the environmental attitudes and psychological responsibility of employees were statistically sorted out, and the correlation between the two was statistically analyzed to analyze the relationship between the mental health of employees and the energy-saving environmental benefits of enterprises.

Results: The resulting statistics are shown in Tables 1 and 2. The correlation between the acts of energy conservation and emission reduction and the environmental attitude and sense of responsibility has reached a significant level, which shows that the more positive the attitude of the employees of enterprises towards carbon emission reduction, the stronger the sense of responsibility they have for the production of energy conservation and emission reduction under the support of carbon emission reduction targets, the easier it is to implement the acts of low carbon and energy conservation.

Table 1: Statistical results of self-construction and psychological resistance of employees.

Variable name	Self-construction	Magnitude of effect	Standard error SE	Statistic T	Significance P
Space distance	—	-0.179	0.146	-0.1218	0.223
Psychological resistance	Independent type	0.212	0.089*	—	Does not contain 0
	Dependency type	0.077	0.076*	—	Contain 0

Table 2. Interview statistics.

Variable	Mean value	Standard deviation	1
Behavior of energy saving and emission reduction	3.633	0.566	1
Environmental attitude	4.398	0.469	0.460**
Sense of responsibility	3.639	0.217	0.386**

Conclusions: Under the target of carbon emission reduction, in order to improve the intention of energy-saving behavior and realize energy-saving production, employees' psychological resistance needs to be reduced. Emission reduction in the process of economic activities not only effectively reconciles the contradiction between the expanding social production and limited environmental capacity, but also promotes the sustainable development of economy and environment. Under the background of carbon emission reduction, employees are more willing to adopt emission reduction technology to reduce their own emissions when their psychological resistance is low. It plays an important role in reducing the psychological resistance of employees and promoting the mental health of employees to improve energy-saving environmental benefits.

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AN ANALYSIS OF THE EFFECT OF SCHOOL HISTORY ARCHIVES ON COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: The combination of positive psychology and ideological and political education is not only beneficial to the all-round development of college students, but also to solve their psychological problems. College students' inner enthusiasm, Marxist philosophy and Chinese traditional culture are the premise, theoretical support and cultural foundation of the combination of positive psychology and ideological and political education. School history is the summation of historical events accumulated by all teachers, students and staff through various educational practices in the process of school development. Among them, important historical figures and events are recorded in the school's historical archives. School history files contain the essence of a school's history and culture and the spirit of a university. To some extent, the development of schools reflects and promotes the political, economic and cultural development of the

country. Each generation of educators has gradually explored and condensed its own unique material culture, institutional culture, spiritual culture, educational tradition and value identity in the process of long-term talent training, scientific research, cultural inheritance and social service, which constitute the core content of school history culture. Colleges and universities are the gathering place of high-level intellectuals. The stubborn faith, persistent learning experience, rigorous scholarship, pioneering and innovative spirit, sincere patriotism, smiling attitude towards suffering and dedication will deeply affect the students. They guide college students to set up correct outlook on life, values and world outlook with silent force.

Objective: In college education, psychology and ideological and political education not only overlap each other in research contents, but also learn from each other in research results. At the same time, the development and utilization of school history archives in most schools is still in the primary stage. Its function is basically to hold activities, edit and publish school history, and build school history museum. Its aim is to propagandize the school. After the celebration, only in the new staff training, freshmen enrollment, leaders visit, brother colleges and universities exchange, only a brief opening of the school history museum; At the same time, published school history materials are almost completely put on the shelf. Some educators to the school history archive work understanding only stays in the collection material, the reorganization preservation primary stratification plane. Many teachers and students do not even know the location of the school archives, not to mention the initiative to access and use the school history files. Therefore, it is of great significance to analyze the archives of school history from the perspective of psychology for college students' ideological and political education.

Subjects and methods: The survey randomly selected 300 undergraduates (all from full-time colleges and universities) aged 19-23 years, with an average age of 21.6 years. The students were randomly divided into two groups, one of which was the observation group and only had normal psychological education. The other group is the experimental group. The experimental group ordered the students to visit the school history museum and read the school history files. The teachers explained the characters and history for the students. Sixty days later, the results of ideological and political education before and after the education were tested. Using SPSS17.0 and Excel at the same time using comparison, induction, summary and other methods to comprehensively analyze and collate the survey data.

Results: There was no significant difference in ideological and political achievement between the two groups ($P > 0.05$) before the education of history archives. After 60 days of school history file education, the ideological and political achievements of the experimental group were significantly higher than the observation group, the difference between the two groups was statistically significant $P < 0.05$), the data results are shown in Table 1.

Conclusions: In college education, we should not only pay attention to the cultivation of college students' psychological quality, but also pay more attention to the cultivation of their own psychological quality. This paper explores the ways and means of the organic combination of ideological and political education and psychology in practical work, so as to carry out ideological and political education in accordance with the law of the occurrence, development and change of college students' psychology and make education go deep into students' psychology. From the perspective of psychology, we can get the school history archives, which can promote the ideological and political education of college students, and provide new ideas and directions for ideological and political education.

In a word, the file work of college students' moral education is the project of moral education and the file work that should be attached great importance to in the new era. In the new era of reform and innovation, colleges and universities should focus on the cultivation of students' souls, focus on all aspects of students' moral education, improve students' moral education files, and promote the high-quality development of file work among those who help to cultivate students' moral integrity.

Table 1. Statistical results of ideological and political education before and after the experiment.

Groups	Before experiment	After the experiment
Experimental group	87.57±3.1	92.11±4.7
Observation group	86.54±2.4	85.97±3.1
t	1.024	9.304
P	>0.05	<0.05

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INNOVATIVE RESEARCH ON IDEOLOGICAL AND POLITICAL EDUCATION IN

UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Theoretically speaking, positive psychology takes it as its duty to respect people, respect values and exert itself to develop people's positive psychological potentials. It is inherently consistent with the ideological and political education of college students, which always takes humanistic care as the overall spiritual guidance, from idea to practice, and cares about students' situation, respects individual dignity and affirms individual value. Positive psychology focuses on shaping people's positive emotional experience and forging positive character. This and the ideological and political education of college students through moral education to promote the development of students' personality, to meet the needs of self-realization, both universal. In reality, the traditional ideological and political education in colleges and universities is showing its "weakness" day by day, which also calls for the intervention of positive psychology. First, the concept of education is backward. Traditional educational thinking often lays emphasis on students' problems or students who have "problems". Because of overemphasis on problems, students' positive qualities are often neglected. Teachers of ideological and political theory education is the usual way to enable students to correct their attitudes, correct mistakes, correct shortcomings and solve problems. But the objective result is that there are more and more "student problems" and "problem students" in colleges and universities. The reason is that the students are not isolated from the outside world. With the rapid development of the times, the transformation of market economy, the reform of system and environment, and the change of ideas and customs have deeply affected the students' ideology. Many students fail to form a good psychological defense mechanism, which leads to some negative factors in the society, such as the deviation of behavior cognition, the accumulation of negative emotions, the weakness of will and the lack of some character qualities. Contemporary social practice has already made the traditional idea of ideological and political theory education appear to be overstretched, and education should not be to correct mistakes, but to start with exploring students' positive qualities, expand and cultivate these positive qualities in the process of education and teaching, so as to really make ideological and political education adapt to the development of modern society.

Objective: Exploring and promoting the innovation of ideological and political education of college students from multiple perspectives, learning from and absorbing the latest interdisciplinary research results are the practical needs of college ideological and political education. Positive psychology arose at the end of the 20th century and has been widely concerned by scholars. Many of them pay attention to the application value of positive psychology in the field of ideological and political education, and apply the core idea to college students' ideological and political education.

Subjects and methods: Select a college student 200, randomly divided into experimental group and control group, experimental group 109 people, control group 91 people. In the process of ideological and political education, the experimental group considered positive psychology and used "hope theory" to carry out encouraging teaching. First, the experimental group needed to give students positive expectations, communicate with individuals frequently, and tell students your expectations or encouragement by direct or indirect means, so as to establish a good "caring environment". The second is to cultivate students' positive attitude towards life, create opportunities for students to experience positive life, and enhance their yearning for the "beautiful" goal in life. Third, teach students to learn goal decomposition, that is, a large, long-time span of the goal is divided into a series of small, there is a logical link between the goals. At the same time, we should discuss with the students to achieve the goal of a variety of programs, training students in the goal of obstacles to actively seek solutions to problems. The students in the control group only used general ideological and political education theory, and did not carry on the instruction teaching of positive psychology. The experiment lasted 3 months.

Study design: Before and after the experiment, a questionnaire was sent out to test the students' psychological anxiety in the course of ideological and political education. The higher the score was, the more anxious the students were.

Methods: Statistical software SPSS15.0 was used to make statistics for different groups.

Results: Applying the core idea of positive psychology to the ideological and political education of college students is not only the need of the development of the times, but also the need of better growth. The rise of positive psychology provides a new perspective for ideological and political education of college students. It is of great significance to explore innovative ways of ideological and political education based on positive psychology.

From the results in Table 1, we can see that the two groups of students before and after the experiment of psychological anxiety is basically the same, there is no difference. After the experiment, the psychological anxiety of the students in the experimental group was relieved obviously. For the control group

before and after the experiment, it proved that the ideological and political education in the psychol can promote the students to have a better learning state.

Table 1. Statistical results.

Group	Before and after the experiment	Psychological anxiety score
Experimental group	Before the experiment	4.63
	After the experiment	2.15
Control group	Before the experiment	4.57
	After the experiment	4.38

Conclusions: The main idea of positive psychology is "positivity", which emphasizes the exploration of people's positive quality and strength from the perspective of psychology. Applying it to the ideological and political education of college students requires teachers to be good at discovering the shining points of each student, encouraging students and carrying forward their advantages.

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INNOVATIVE METHODS OF COLLEGE STUDENTS' IDEOLOGY AND POLITICS FROM THE PERSPECTIVE OF ACCEPTANCE PSYCHOLOGY

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Background: Reception psychology is a science that studies the psychological mechanism, function, characteristics and movement law of aesthetic reception. Including the study of the acceptance of real beauty and acceptance of literary and artistic works of psychology. Because mainly studies the literature appreciation, accepts the psychological activity. There are many factors that affect the acceptability of ideological and political education, including educators, acceptors, educational environment, educational contents and forms, etc. From the psychological point of view, in order to improve the acceptability of ideological and political education, the content and form must be changed. The main content is to update the discourse system, to use more popular language for educational interaction and content design, to achieve the acceptability of the content, to meet the needs of educators in many ways; In the form, it is mainly to attract the "attention" of the educated. Under the group background, the improvement of college students' self-consciousness will stimulate them to pursue the recognition and appreciation of the group. They will adjust themselves in the group, perform better for the skilled work, and disturb the unfamiliar work. Therefore, college ideological and political education should make full use of the social promotion under the group psychological effect to guide students to establish a reasonable sense of competition.

Objective: The core role of traditional ideological and political education is to correct the deviation of students' ideological understanding and let students return to the correct level of values. It can be said that this view of ideological and political education for ideological and political education of college students is very far-reaching. Many methods of ideological and political education are carried out under the guidance of this kind of ideological and political education. But at present, college students have obvious characteristics of individuation in thinking and thinking mode, and it is difficult for traditional ideological and political education to play its role. Acceptance psychology provides a new way out of the predicament, which is beneficial to the cultivation of positive personality and the establishment of correct values of contemporary college students. Therefore, this paper probes into the ideological and political innovation methods of college students from the perspective of acceptance psychology.

Subjects and methods: The proper use of the methods of ideological and political education will inevitably produce good educational effects and effectively avoid the psychological inversion. Therefore, the adoption of methods of ideological and political education should be in line with specific educational objects, specific educational contents, modern advanced science and technology, give full play to the function of network ideological and political education, change the traditional form of dissemination of ideological and political education, and make use of new media to achieve the novelty of methods so as to avoid the inversion of the educated. Generally speaking, in the ideological and political education of

innovative college students, new media form is mainly used to expose students to various social information so as to spread social information pertinently. Mainly from three aspects:

(1) Content of Information Transmission.

First, consider the authenticity of the information content. The more reliable the source of information and the more correct the content, the easier it is to be accepted and accepted by the educated. Secondly, information should have certain value and can reflect the development needs of people themselves and the society. Finally, the content of information should be reasonable and reasonable in organization.

(2) Presentation order of information.

The presentation order of ideological and political education content will also affect the acceptance effect of the educated. In the process of ideological and political education, we should arrange the order of information to be disseminated according to the importance of the information to be disseminated, put the important information in the first order of expression, and deepen the memory of the educates of important ideas.

(3) Mode of dissemination of information.

In the dissemination of ideological and political education information, we should flexibly adopt various methods according to the personality characteristics of the students. For example, the method of activity can be used to test the scientificity and rationality of information in the practice of ideological and political education. If we can adopt the propaganda way, we can try our best to diversify the propaganda way, we can propagate the information of ideological and political education through the network, media, newspaper, magazine and so on. Therefore, 120 college students were randomly selected to receive ideological and political education from the perspective of psychology. The experiment lasted for 2 months. After the experiment, the students were interviewed one-on-one for 40 - 90 minutes. The content of the interview included the students' active involvement in the learning process, calmness and evaluation of learning fatigue, ideological and political education forms. The score of each subscale ranged from 0 to 15.

Results: The resulting data statistics are shown in Table 1. It is found that students in good physical and mental state can be actively involved in the study of ideological and political courses, and the evaluation score of this form of education is higher.

Table 1. Statistical results (The average value±variance).

Emotions	Evaluation of ideological and political education form	Peace of mind	Exhaustion of study	Exhaustion of study
Score	12.15±1.08	9.65±4.18	4.71±1.52	11.57±2.84

Conclusions: Ideological and political education focuses on moral education in order to improve people's ideological consciousness and moral quality; Mental health education focuses on mental health education to improve people's psychological quality, the two permeate each other and complement each other. Acceptance psychology provides a broad vision and new research orientation for the development of ideological and political education in colleges and universities. It is used to guide ideological and political education of college students, promote the combination of ideological and political education and mental health education, help college students tap their potential from a positive perspective, stimulate their youthful vitality, learn to study, work and live healthily and happily, and train them to become builders and successors of the socialist cause with Chinese characteristics.

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NEW THOUGHTS ON IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: It is of great significance to integrate positive psychology into ideological and political education in colleges and universities. First of all, ideological and political education is to cultivate high-quality personnel needs. With the fierce competition in all walks of life, science and technology and personnel training are the main factors to improve their competitiveness. The achievements of higher

education in each university are mainly embodied in whether the trained talents can be in an advantageous position in the fierce market competition. Therefore, the current education work of colleges and universities needs to be carried out from all aspects, and strengthening the quality education work of college students is mainly embodied in promoting the all-round development of moral, intellectual, physical and aesthetic education, and strengthening the cultivation of psychological quality of college students, so as to highlight the comprehensive location of higher education in colleges and universities. Secondly, with the rapid development of social economy, the society is in a fast-paced state of life, and there is a lack of necessary communication between people. If this kind of unhealthy mood lasts for a long time and is not timely dredged, it will lead to a certain degree of mental health problems, which will hinder the development of college students, social harmony and stability, and hinder social development. At the stage of accepting higher education, its educational work can effectively guide and shape the college students' outlook on life, world outlook and their values. College educators need to guide the three views of college students from a positive psychological point of view, so that students can adjust their way of thinking in time, and better integrate into social development. Secondly, the psychological perspective can effectively promote the virtuous circle of ideological and political education in colleges and universities. Among many courses of college students, ideological and political education is of great importance. It is a good and consistent moral norms, ideological concepts and political and ideological views of social development. It is also a purposeful and planned activity to improve the ideological and political quality of college students. With the prosperity and development of socialism with Chinese characteristics, college students have played an important role in the process of social construction, and their educational achievements have been widely recognized and concerned by the society.

Objective: Ideological and political education in colleges and universities is a far-reaching and significant project. The success of ideological and political education in colleges and universities directly affects the sustainable development of talents. Ideological and political education is a general law to study the formation and development of people's ideological and moral character, which inevitably involves people's psychological activities. Psychology is a science that studies people's psychological process and psychological characteristics. The theories and methods it provides can be used for reference and applied in ideological and political pedagogy. Positive psychology is based on certain theoretical research results, learning from and combining the advantages of other psychology. Combining positive psychology with ideological and political education can not only enrich the teaching content of ideological and political education, but also effectively improve the effectiveness of education and promote the development of this major.

Subjects and methods: Stratified cluster random sampling method was used to investigate 500 students. A total of 500 questionnaires were distributed and 479 valid questionnaires were collected, with a recovery rate of 95.8%. The score range is 1-10. The higher the score is, the better the students' autonomous learning ability, interest and mental health are. Again, 120 students were randomly selected from 500 students, which were divided into experimental group and control group. 60 students in each group were divided into experimental group and control group. The experiment lasted for half a year, and the experimental group added psychological guidance in the ideological and political education in order to improve students' psychological quality. The control group was only given general ideological and political education, not special psychological consideration.

Methods: Using excel statistics of the students' questionnaire results.

Results: Statistical data of the two groups before and after the experiment, the results are shown in Table 1.

Table 1. Statistical results before and after the experiment.

Group	Before and after the experiment	Autonomous learning ability	Interest in learning	Mental health development.
Experimental group	Before the experiment	5	6	4
	After the experiment	7	9	9
Control group	Before the experiment	5	5	4
	After the experiment	6	5	6

Through the data in Table 1, we can see that the experimental group can improve students' autonomous learning ability, enhance students' interest in learning, and promote the healthy development of students' mental health. The control group did not show any improvement after the trial.

Conclusions: Positive psychology, respecting the personality difference of human body, combining the characteristics of ideological and political education, carries out the teaching idea of humanism in the teaching process, and strengthens the humanistic care to students. At the same time, in the process of ideological education work, actively combine positive psychology and excellent service concept. College

counselors and class advisors should show full concern for the students and give them necessary help from the perspective of respect, so as to make them fully feel the importance of their teachers and enhance the influence of ideological and political education. Positive psychology and ideological and political education have the same teaching goal. From the view of psychology and pedagogy, it is the premise of educational reform to carry out comprehensive education for college students. We should pay attention to the ways and means in the process of education, strengthen the organic combination of positive psychology and ideological and political education, and carry out all-round analysis at different levels from all angles to realize the complementary advantages and exert the maxi.

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ON THE SERVICE MANAGEMENT STRATEGY OF HOTELS IN TOURIST ATTRACTIONS FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Mastering the psychology of tourists is helpful to enhance the popularity and influence of hotels in the service of tourist attractions. At the same time, the hotel management service, the hotel environment, the hotel sanitation, the hotel hardware and software are all the important factors that affect the hotel sales. And it is also a decisive factor to decide whether the tourist hotels can have a strong competitiveness in the local tourist hotel market. Under the traditional mode, there are still many problems in the hotel operation and service management in the actual operation process of the tourist hotels in scenic areas. Therefore, only by solving the problems existing in the operation and service management of tourist hotels and making corresponding innovations, can we meet the needs of the social situation and promote the progress of the whole tourism era.

In the hotel market of tourist attractions, the traditional mode of operation and management cannot meet the needs of the tourist market, and cannot meet the growing needs of tourists. Hotels in tourist attractions must change the traditional consciousness, eliminate narrow consciousness, in the era of global tourism, change the business model, improve the management model. Tourist attractions in the hotel to learn to cooperate with each other to achieve win-win hotel survival and common development. In the peak season, the hotel room set up to be reasonable, to leave a good impression on visitors, when tourists come back to visit the hotel will be preferred, and recommended to friends and relatives. Tourist peak season is the busiest time of the hotel in the tourist area. Make sure to arrange the guests according to the actual rooms booked by the guests on the website. Therefore, good hotel service management will directly affect the operation and management of the hotel, but also affect the hotel's image, atmosphere and economic benefits, the quality of service directly affects the satisfaction of guests.

Objective: From the point of view of modern enterprise marketing, mastering certain psychological theory and skills is of great help to improve marketing skills and achieve rapid and efficient marketing objectives. Because marketing is customer-oriented, under the background of market economy, consumers are important resources, and they occupy certain initiative in the consumer market. Only by continuously improving the satisfaction of consumers, can we achieve effective management. Therefore, we need to grasp some psychological characteristics of consumers. This paper analyzes the hotel room service management in tourist attractions, explores the psychological management strategy of hotel room service management, and provides some reference for hotel optimization.

Subjects and methods: The questionnaire is designed to reflect the psychological tendency of tourists based on their experience of themed culture. The questionnaire includes the importance of expectation and satisfaction. These two aspects are measured according to Li Cott's five-point scale. Guests are asked to rate their satisfaction with the hotel 1 = very poor, 2 = relatively poor, 3 = average, 4 = better, 5 = very good). The survey lasted from July 1, 2019 to July 31, 2019 and lasted for one month. The survey was conducted in a tourist area near a scenic spot. In order to explain the questions that tourists don't understand in time, the questionnaire is combined with interview, which further improves the correctness and validity of the questionnaire. A total of 300 questionnaires were distributed and 276 were recovered, with a recovery rate of 92%. Among them, 251 questionnaires were effective and the effective rate was 90.94%.

Methods: SPSS15.0 was used to analyze the results.

Results: Statistical tourists to tourist attractions hotel service satisfaction, the results are as shown in Table 1.

As can be seen from the results in Table 1, in the hotel service management of tourist attractions, managers are required to do the following:

Table 1. Tourists' satisfaction with hotel services in tourist attractions.

Expectation – actual perception pairing metrics	Pairing difference			*T*	*Sig.*
	Mean value	Standard deviation	Standard deviation Mean value		
Restaurants showcasing themed culture	0.638	1.039	0.087	7.601	0.000
Hotel rooms showcasing themed culture	0.299	0.931	0.074	3.890	0.000
Themed cultural activities in hotels	0.155	1.152	0.098	1.713	0.089
Hotel staff's temperament and behavior are in line with the theme culture	0.513	0.969	0.944	6.601	0.000
Hotel staff can provide culturally appropriate services.	0.421	1.005	0.079	5.603	0.000

(1) Accurately grasp the demands of the target market. Some tourists have a strong desire to travel and strength, but also on the tourist attractions have higher expectations. Therefore, the scenic spot hotel should accurately grasp the target tourist demand and develop and design the corresponding theme hotel.

(2) Enrich the concept of theme culture of tourist attractions. Tourists have a high degree of concern about the hotel's theme culture characteristics, theme culture and cultural harmony with the actual perception of the scenic spot. At the same time, the related staff are required to have rich knowledge of theme culture, which requires hotel managers to explore and enrich the hotel's cultural connotation and enhance the value of tourists.

(3) Creating an environmental atmosphere in tourist attractions. Tourists have a high expectation of the theme atmosphere of the hotel in the scenic area, which requires the hotel to strengthen the construction of the theme atmosphere.

Conclusions: Against the background of the continuous improvement of people's material living standard and quality of life, with the increasing number of outbound tourists, the scale and number of tourism industry has made a breakthrough. To some extent, the management service, environmental sanitation and hardware facilities of the hotel have a direct impact on the sales of the hotel. Therefore, it is necessary to innovate the management service system of the hotel from the perspective of consumption psychology, which is the important basis and fundamental premise for promoting the development of regional economy.

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THE INFLUENCE OF MARXIST PHILOSOPHY ON THE FORMATION OF HEALTHY PERSONALITY OF COLLEGE STUDENTS

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Background: The key of how to make the students get the most benefit from one course and improve the ability of debugging psychological problems lies in cultivating dialectical thinking, possessing the ability of thinking, constantly changing, knowing how to think and how to act. Dialectical thinking can help college students to better examine themselves and form correct self-consciousness. Take inferiority complex and pride as an example. Inferiority complex is essentially an obscene experience caused by excessive self-denial. Low self-esteem of individuals often because of negative experience and make their own consciousness is limited, blindly rejected everything, it is rarely able to think about their positive side. Dialectical thinking helps college students to deal with emotional problems actively and reduce emotional distress. When it comes to emotions, especially negative ones, such as sadness, sadness, anger, tension, anxiety, and pain, the first reaction is that these emotions are not good, because they limit our thinking,

reduce our efficiency in work and study, and affect our quality of life. Therefore, many people cannot accept their own negative emotions. Not being able to accept your negative emotions is exactly the problem, so we should guide them to accept their negative emotions. Based on the theory of evolution, any kind of emotion is preserved by human beings in the process of evolution, so any kind of emotion has its positive significance. There is no such thing as a good mood, it's how you treat it. What is used here is still a dialectical dichotomy.

The working method of concrete analysis of concrete problems is the basic method and important principle of materialist dialecticism and the living soul of Marxism. In the work of psychological analysis of healthy personality of college students, the working method of concrete analysis of concrete problems requires us to correctly understand the universality and particularity of contradictions, clarify the connection between them, and use the viewpoint of unity of opposites to comprehensively analyze the essence, general law and special law of contradictions, so as to find out effective methods to solve contradictions. In the process of forming healthy personality psychology of college students, there will be various problems, each of which has its own personality. At this time, we should base ourselves on reality, analyze specific problems concretely, and vary from person to person, from time to time and from matter to matter within the scope permitted by the principles. We should not only stress policy and principle, but also find the essence in the intricate contradictions, grasp the key points and properly solve the contradictions.

Subjects and methods: Among the 360 college students, 191 were male and 169 were female, with an average age of 21.65±1.81 years.

Study design: Randomly divided into two groups, the study group uses Marxist philosophy to teach students to dialectically view the problem; The control group received only general education.

Methods of statistical analysis: Symptom self-rating scale was used to test the scores of each variable in the two groups after 2 months of experiment, and SPSS18.0 software was used for statistical analysis.

Results: The results of both experiments are shown in Table 1.

In Marx's theory, contradictions have universality and particularity. Contradictions exist in all things, all the time, all the time, and different things have different contradictions, the contradictions of different parts of the same thing at different stages are also different. At the same time, the universality and particularity of contradiction are dialectical unity. Universality exists in particularity, and they are interrelated and inseparable from each other. Therefore, in carrying out ideological and political work, we should base ourselves on the fundamentals, apply Marxist philosophical theory, correctly understand and deal with the universality and particularity of contradictions, and adhere to the working methods of concrete analysis of specific problems.

Table 1. Comparison of scores of indicators (average±variance).

Indicators	Research group	Control group	*t* value
Coercion	1.96±62	1.59±0.56	11.50**
Interpersonal sensitivity	1.83±65	1.62±0.48	7.58**
Depression	1.79±59	1.48±0.57	8.51**
Anxiety	1.59±58	1.42±0.45	12.19**
Hostility	1.69±63	1.45±0.58	6.05**

Conclusions: Starting from Marxist philosophy, is to use the perspective of development to look at pressure and frustration. On the one hand, to guide college students to realize that most of the psychological problems they encounter are common phenomena accompanied by their age, not the performance of psychological problems. For example, with the awakening of self-consciousness, the self has been divided, and a series of contradictions have appeared, such as the contradiction between subjectivity and objectivity, the contradiction between ideal self and reality self, the contradiction between independent consciousness and attachment psychology, the contradiction between communication needs and self-locking, the conflict between desire for success and self-depression, the conflict between reason and passion, the conflict between attention and passivity, and so on. These conflicts will be experienced by everyone more or less in his youth. Our whole life is developing in a more active, perfect and powerful direction, and the pressure or frustration brought about by each stage of life is only temporary. As long as we actively deal with the development task of this stage, solve the contradictions and puzzles brought by growth, with the growth of people, psychological and physiological maturity, the accumulation of experience, the intermediary system of stress will continue to improve, the ability to resist stress will be enhanced, and many pressures and setbacks will be solved.

College Students' Participation in Network Cluster Behavior and Research on the Educational Guidance Strategies of the Mainstream Network Ideology(20BKS129).

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PSYCHOLOGY OF IDEOLOGICAL AND POLITICAL EDUCATION

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Background: Whether any discipline can be established, the most fundamental condition is to see whether it has a special object of study. That is to say, a specific research object is an internal basis for the establishment of a discipline, is different from the essence of other disciplines. Therefore, whether the research object is scientific and accurate has become an important sign to measure the maturity of a discipline. Since the subject of psychology of ideological and political education was founded, its research object has become one of the basic theoretical problems that the relevant scholars focus on. At present, there are still many disputes, not yet formed a more unified understanding, which is bound to affect the ideological and political education of the development of psychology and research process. Psychology of ideological and political education is a new subject which is produced by the combination of ideological and political education and psychological practice. Only China is unique, it was formally born in the nineties of last century is based on the needs of socialist modernization and reform with Chinese characteristics. China's reform and opening up is a brand-new revolutionary undertaking, which calls for the concerted efforts of the people of all ethnic groups in the country, unity of thought and unity of purpose. In view of this, a large number of theorists, experts and scholars have established the scientific status of ideological and political education through in-depth theoretical discussion, practical experience and scientific summary.

The psychological activity of ideological and political education is a complete process with its own law of movement. Ideological and political education is the work of being a man. In Ideological and political education, the law of psychological activities exists objectively. Whether in the complicated interpersonal relations or in the activities of dredging, guiding and educating, there are psychological activities and their laws of people. In a sense, the process of ideological and political education is also the process of people's psychological activities. If we want to do it well, we must follow the law of people's cognition, emotion, will, belief and behavior. In the process of ideological and political education, the law of psychological activities of educators and objects of education exists objectively. Only by deeply studying and grasping it and consciously following it, can ideological and political education be vigorous and fruitful. Therefore, this research proposed the anchor type teaching pattern, aims at enhancing the ideological and political education psychology the study efficiency.

Subjects and methods: Anchored teaching mode refers to the teaching mode in which teachers create infectious real events or real problem situations for students to solve problems, and achieve the goal of learning knowledge and improving ability through the clever setting of problems and the interaction and exchange between students. It is a kind of teaching mode based on constructivism learning theory. In fact, anchored teaching is to use the knowledge to solve the problem in the real situation. Therefore, in the teaching process, students need to address a problem, independently complete the design planning and material collection, interactive exchange or practical operation, and finally form a result and solve the problem.

Study design: This research selects 100 students, carries on the anchor type ideological and political education curriculum study, tests before and after the study the result change situation.

Methods of statistical analysis: The basic procedure of the anchored teaching mode is to create the situation so that the students have the corresponding learning needs; Identify the problem to stimulate students to participate in interactive learning initiative; Autonomous learning makes students become the active receivers of knowledge information and constructors of knowledge structure. Exchange and cooperation to promote students' reflection and sublimation; Sum up and evaluate, form feedback to the students, make them clear their autonomous learning ability, contribution in the process of cooperation and whether to meet the requirements of meaning construction.

Results: Ideological and political education is the process of transforming the political concept, value viewpoint and moral norm required by the society into the inner quality of the educates. Psychology course of ideological and political education is one of the core courses for students majoring in ideological and political education. It belongs to both pedagogy and applied psychology. Statistical 100 students in the anchor ideological and political education before and after learning the changes in academic performance,

the statistical results as shown in Table 1.

Table 1. Statistics of student performance before and after the experiment.

Before and after the experiment	Equalization	Rate of excellence/%	Passing rate/%	Number of passes	Number of failures
Before experiment	88.63	42	80	80	20
After trial	75.6	25	56	56	44

From the statistical results of students' academic performance before and after the experiment, we can see that students' academic performance has been effectively improved by using the anchor ideological and political education.

Conclusions: The psychology of ideological and political education is a new subject, which is composed of psychology and ideological and political education. The intersection part is the special research field of the psychology of ideological and political education. The main task of psychology of ideological and political education is to reveal the special psychological contradictions of the educators and the objects of education, and to provide theoretical basis for improving the psychological quality of the educators and the objects of education.

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INFLUENCE OF DIFFERENCE BETWEEN RICH AND POOR ON COGNITIVE PSYCHOLOGY OF IDEOLOGICAL EDUCATION OF COLLEGE STUDENTS AND COUNTERMEASURES

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Background: In fact, the difference between the rich and the poor has put students of the same age on different steps. It not only leads to different lifestyles and consumption levels among students, but also leads to different value orientations, ways of thinking and personality traits. To the student especially the impoverished student's influence is extremely profound. Some surveys show that the majority of poor students have difficulty in ensuring their livelihood and their living conditions are lower than the minimum living standard in the school area. Due to economic difficulties, poor students do not pay attention to life with nutrition, the diet is very monotonous, which leads to the lack of essential nutrients for physical growth, physical health impaired. The difference between the poor students and the non-poor students and their economic burdens bring the poor students a heavy psychological burden and great mental pressure, which makes the poor students easily have a sense of inferiority in communication. They are always afraid that others will look down on them, which causes the poor students to have a strong desire for self-esteem, a fragile and sensitive psychology, and easily lead to a series of problems such as the attitude to the society and the current reform, social adaptation, etc. Therefore, it is very necessary to pay attention to the change of the poor students' mental health and strengthen the value education and psychological counseling.

Objective: Facing the gap between the rich and the poor on campus, colleges and universities must attach importance to the education of values for college students. On the other hand, we should make students treat money correctly and not let money become the proud capital of some students. Through education, students will be made to understand that money is not the only sign of personal success. Poor college students should have a sense of self-esteem and self-improvement, help them build up confidence in growth, face life positively, turn adversity into wealth, and change their own destiny through struggle. Therefore, it is necessary to carry out psychological counseling and guidance according to the psychological characteristics of the poor students so as to eliminate their inferiority complex, optimize interpersonal relationships, adjust their mentality, broaden their horizons and shape their healthy personality. Based on the analysis of the impact of the difference between the rich and the poor on the cognitive psychology of ideological and political education of college students, this study puts forward some countermeasures to improve the poor students' psychological state.

Subjects and methods: The questionnaire has anonymous, 800 poor students of different grades and majors were selected, and 800 questionnaires were collected with 100% and 765 valid questionnaires and 95.6% effective recovery. The majors of the poor students include liberal arts, science, economics, management and so on. The questionnaire used the Feeling of Inadequacy Scale FIS, which consists of 36

questions and is required to be completed within 20 to 40 minutes. Using the excel tool to analyze the data.

Results: The phenomenon of the gap between the rich and the poor on campus has aroused much concern. The gap between the rich and the poor has had a negative impact on the current education management of students. The results of the statistics of poor students' inferiority complex are shown in Table 1. Through the questionnaire survey found that the vast majority of poor students have different degrees of inferiority complex.

Table 1. Statistical results.

Degree of severity	Severe inferiority complex	Moderate inferiority complex	Mild inferiority complex	Without inferiority
Percentage/%	12.20	30.10	46.20	10.50

Conclusions: In order to solve the psychological problems of the poor college students, the schools, families and the society should cooperate with each other and make joint efforts, not only to give the poor students economic aid, but also to give them spiritual help, to make full use of all kinds of resources to help the poor students get rid of their bad mood, to improve their own psychological quality in an all-round way and to set up positive and optimistic attitude towards life. Only in this way can the psychological health problems of the poor college students be solved fundamentally and the stable and harmonious development be achieved. In view of the above experimental results, this paper puts forward the concrete countermeasures of cognitive psychological education of college students' ideological and political education.

(1) Strengthen the theoretical emotion of ideological and political education. Ideological and political education can not only represent the knowledge of teachers and social standardization, because students tend to think about the psychological questioning caused by their life experience, surrounding environment and economic situation. Teachers should promote the resonance between theory and students' psychology, strengthen the psychological influence of theory, and make students obtain theoretical emotion from the curriculum.

(2) The correct education of outlook on life shall be enriched in the contents of ideological and political education. Successful teachers of ideological and political education must be good at and have the ability to teach students with reason, emotion, and increase the content of ideological and political education and human connotation.

(3) Strengthen the mental health education for poor students. Mental health education also belongs to emotional education. Ideological and political educators should not only use Marxist standpoint, viewpoints and methods to occupy the ideological position of college students, but also use rich psychological knowledge to teach poor college students the knowledge and application methods of psychological defense, cultivate their positive, optimistic and enterprising ideology, so as to make mental health education integrate into the process of ideological and political education and help college students form and develop complete personality.

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PROMOTION STRATEGY OF RESIDENTIAL SERVICE PRODUCTS IN SCENIC SPOTS BASED ON CONSUMER PSYCHOLOGY

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Background: The consumer psychology of the users directly affects the management of this scenic spot. At present, the scenic spot traveling develops to the leisure, the vacation, the entertainment synthesis experience direction, conforms to the market demand people's hostel arises at the historic moment. Different from the traditional hotel, the hotel, as a tourist reception facility, visitors can experience the warm and warm feeling of home, it will experience both leisure and tourist accommodation together, so that tourists feel the customs and culture of the tourist destination. In recent years, the rapid development of homestay industry not only solves the problem of lack of accommodation facilities in tourist season in

popular tourist areas, but also becomes an important part of tourist resources with its diversification and specialization. Tourists' demand for personalized consumption and experiential consumption is increasing. Traditional standardized tourist accommodation facilities cannot meet the needs of tourists' experiential accommodation in the new era. As one of the most competitive non-standard accommodation products in the tourism industry, how to meet the various needs of consumers to further improve the operating status of hostels is an urgent issue. However, with the increasingly fierce competition in the lodging industry and its disadvantages compared with the traditional hotel industry itself, the development of lodging service products in the counties with limited rural economic conditions and infrastructure is intermingled, the homogenization phenomenon is serious, there is a lack of business characteristics, service awareness, lack of brand concept, innovation, lack of in-depth cultural experience, lack of marketing and promotion, lack of innovative thinking on the Internet, and upgrading of lodging service products has become an urgent problem to be solved. Hostel service products are constantly being impacted and challenged in the development process. Therefore, upgrading hostel service products has become an urgent problem to be solved.

Objective: In the management of residential service products in scenic spots, there are some problems, such as the obstacles of development, the low level of service, the serious homogeneity, the lack of law and management system, and the lack of cultural connotation. These are not all the focus of attention to consumers, as long as we seize the psychological characteristics of consumers, we can provide a good guide for the management of residential products.

Subjects and methods: After consultation with the scenic area management department, in July 2019 on a scenic area of residential on-site investigation. First, the operator as the object of investigation, interviews 5 operators. Subsequently, a field visit was carried out and a questionnaire was distributed to 200 visitors, with an effective recovery rate of 87 per cent. The questionnaire consists of three parts: tourist experience measurement, tourist characteristics and behavior intention. The score ranges from 1 to 15. SPSS18.0 software was used to analyze the collected data.

Results: Using principal component analysis method to obtain the weights of different problems, the results of tourist's scoring on residential areas are shown in Table 1.

Table 1. Tourist rating results of accommodation satisfaction of scenic spots.

Partial problem	Influence weight
The furniture and bedding in the lodging are comfortable and beautiful to the touch	0.105
The food and other good food provided by the hostel is delicious	0.125
The residential building style gives me a good visual impression.	0.113
The overall ambience of accommodation is attractive	0.116
The lodging makes me want to buy the product it sells	0.010
Guest room theme atmosphere is very unique	0.023
The experience of this stay gave me a better understanding of the nature and humanities of the area.	0.201

Conclusions: Based on the survey results of the current management situation and tourist experience, three problems are found in residential accommodation:(1) The quality of accommodation products is not high;(2) Low level of management services;(3) Lack of experiential activities. Aiming at the current situation and problems of residential accommodation in scenic spots, this paper puts forward some countermeasures and suggestions to improve the quality of residential accommodation products, enhance the level of management and services, and enrich the experience activities of residential accommodation. According to the market changes and expectations of accommodation needs, from the guest rooms, front desk, catering and other aspects to provide tourists with a variety of service products. First of all, the promotion of room service is reflected in the type of rooms, should pay attention to the local customs and culture. The local service culture can be integrated into the residential service products while perfecting the service system and highlighting the characteristics of residential service products. While perfecting the service system, it also highlights the characteristics of residential service products. Encourage employees not to guide the provision of residential services as a work, pay attention to standardized services, but also pay attention to details of service, personalized service, as an art, a kind of beauty promotion, and improve customer satisfaction. Second, the catering service aspect promotion. Residential catering services should not only be based on the positioning of products, but also the characteristics of the local diet into which. At the same time, pay attention to the construction of dining atmosphere, so that guests in a good environment to enjoy delicious food, feel the local catering culture, decoration style and taste. Third, the entertainment

service innovation. The type, quantity and quality of entertainment service products directly affect customer satisfaction and brand loyalty. The promotion of residential entertainment service products shall, in light of the needs of the sources of tourists and in light of the geographical location and the characteristics of the humanistic environment, provide tourists with various kinds of healthy entertainment activities, and introduce various entertainment methods according to the nationality, gender, men and women, and age, such as fishing, mountain climbing, outing and other entertainment activities.

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CONSUMER PSYCHOLOGY OF ONLINE CATERING OPERATION MODE WITH BLOCK CHAIN

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Background: Consumer psychology is an important branch of psychology, which studies the psychological phenomena and behavioral laws of consumers in consumption activities. Consumer psychology is a new subject. Its aim is to study the rules of psychological activities and individual psychological characteristics in people's daily purchasing behavior. The study contents of consumer psychology include the process of consumer's psychological activities, consumer's individual psychological characteristics, psychological factors influencing consumer's behavior, psychological activities in the process of consumer's purchase, the influence of social environment on consumer's psychology, consumer's psychology and behavior, consumer's tendency and psychology, commodity factor and consumer's psychology, marketing communication and consumer's psychology, etc. Consumer psychology is a component of consumer economics. Study of consumer psychology, for consumers, can improve the efficiency of consumption; For the operator, it can improve the operating efficiency. The main advantages of blockchain are that no intermediaries are involved, the process is efficient and transparent, and the cost is low, and the data is highly secure, so any one of these three needs will have access to blockchain technology. Blockchains are now used primarily in six scenarios: digital currency, data storage, data authentication, financial transactions, asset management, and election voting. On this basis, the block chain has been developing and expanding. In the catering operation mode, the merchants need to know the amount of goods in and out transparently, and the consumers need to know the details of the consumption process.

Objective: As an important part of all human consumption behavior, the study of the law and characteristics of food consumption psychology will deepen the understanding of the law of human consumption behavior. Among the numerous consumption behaviors, catering consumption behavior is the most important, only to meet the needs of food consumption, can constitute or implement other consumption activities. In real life, people's food and beverage consumption is full of all kinds of psychological activities, especially the formation of needs and motives, desire and reality, attitude and change, level and standard, interpersonal relationship and food and beverage etiquette, seasonal consumption and daily consumption, etc. Blockchain technology has significant application advantages: The decentralized distributed structure improves the team writing process, improves the system expansibility, and saves the intermediary cost. Open data information can make the information that consumer gets more transparent, consume a process more at ease; Untameably timestamp can solve the problems of data tracing and information anti-counterfeiting. A secure trust mechanism can address the core flaws of IoT technology. As an industry closely related to people's livelihood, the blockchain technology has been applied to the catering industry. Therefore, it will be helpful for the sustainable development of catering industry to study the consumption psychology of catering operation mode by means of blockchain embedding.

Subjects and methods: The aim of studying customer's consumption psychology is to make the

management strategy of dishes and service according to the customer's psychological demand to achieve the expected management goal. Customers from the desire to purchase behavior depends on whether the customer is "willing" to buy, and the most direct expression of customers is "satisfied" or "dissatisfied". In order to satisfy the customers, it is necessary to know the various demands of the customers, such as actual demand and potential demand, reasonable demand and irrational demand, etc. Customer satisfaction is a kind of psychological experience that customers feel satisfied after consuming the corresponding products. At the same time, it is also a kind of management means and technology to explore customer's demand market constantly, then try to satisfy this market, and get customer's satisfaction. As an enterprise, should be based on customer requirements, to set the product satisfaction. Therefore, in this study, using blockchain embedding network technology to select higher sales of food and beverage outlets, customers on the consumer psychology questionnaire survey. Randomly selected 200 customers, distributed questionnaires, and mailed small gifts to customers after the survey was completed. The content of the questionnaire includes various factors affecting consumption psychology, mainly including quality (function, material, reliability, safety and economy), food design (color, shape, volume and taste), quantity (capacity and set), delivery time (timeliness and randomness), price (minimum price, psychological price and minimum price to quality ratio), service (comprehensiveness, compatibility, attitude and convenience) and grade (name brand feeling, flavor, local characteristics and diversification).Make the customer carry on the dining appraisal to the above index, obtains user's satisfaction degree as well as the psychological attention degree. The results of SPSS20.0 were used.

Results: Based on the evaluation of 200 customers, the statistical results are shown in Table 1.

Table 1. Customers' attention to various indicators of restaurants.

Indicators	Quality	Meal design	Quantity of meal	Delivery time	Price	Service	Grade
Attention/%	100	68	41	72	86	79	53

From this we can see that modern people pay great attention to health and health, the number of people concerned about food quality accounted for 100%, and compared with the number of indicators of low attention to food. This shows that customers pay less attention to the index, in the actual order, there may be customers want to try a variety of food, and not limited to the matching business.

Conclusions: Determine the customer's attention, to understand the customer satisfaction with the food, food and beverage business to improve food and beverage. Therefore, this paper puts forward the consumption psychology research of the online catering operation mode embedded in blockchain.

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THE THEORY AND PRACTICE OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: The core of ideological and political education is to educate and guide college students comprehensively with Marxist theory in China, to make them understand the value of political life, the theoretical form of Chinese economic practice and the law of scientific development, to form a firm identity of road, theory, system and culture, to continuously improve the moral level of college students and to realize the balance of morality and wisdom. Ideological and political education must also actively respond to the opportunities and challenges of the new era, theoretical and methodological innovation to drive the rapid development of the discipline. The realization of the goal of ideological and political education is inseparable from four unifications: First, the unity of fact and value. This is the scientific law that the subject of ideological and political education should follow when teaching, and is also the starting point of ideological and political work. Second, the unity of identity and internalization. This is the object of ideological and political education in the teaching process of the key. Ideological and political work is also an urgent need to overcome the difficulties; Third, the unity of knowledge and ability. This is the requirement of combining theory and practice closely, and it is also the standard to measure whether the

students are qualified or not. Fourth, the unity of knowledge and action. Governing facts with theory and promoting theory with fact are the advanced goals of ideological and political education. Among them, the high unity of identification and internalization is the psychological basis for college students to form the theoretical consciousness, thinking consciousness and action consciousness.

Objective: Ideological and political theory is the product of the combination of Marxist theory with the practice of Chinese revolution and socialist construction, and it is a scientific theoretical system gradually formed with the in-depth exploration of the practice of Chinese revolution and socialist construction. The connotation of ideological and political theory is very rich, the denotation is very broad, involving politics, culture, nationality, history, value, society and other fields. In theory, this study is first of all conducive to the development and enrichment of ideological and political education research threshold to promote the continuous improvement and development of the discipline system; Secondly, it is beneficial to broaden the focus of psychological research on the breadth and depth of college students, and promote the integration of psychology and ideological and political education. In order to find out the real psychological state of college students in the process of learning ideological and political theory, a self-designed questionnaire was used to investigate the effectiveness of ideological and political education among third-year students in 4 undergraduate colleges.

Subjects and methods: A total of 500 questionnaires were distributed and 495 questionnaires were collected, with a return rate of 99%. According to the criteria of screening questionnaire. 1, Lack of basic information;2, More than four questions are not selected;3, inconsistency between the title and the item;4, The same handwriting;5, Violation of the requirements for item options) Screening the questionnaires, discarding the invalid questionnaires, numbering and inputting the remaining questionnaires, and obtaining the data of 472 subjects. The effective rate of the questionnaire was 95.35%. At the same time, random interviews were interspersed with face-to-face communication to listen to the inner voices of college students and capture more key information. Of those surveyed, 46 were party members (9.2 per cent). There were 429 members (85.8 per cent) and 25 members (5 per cent). Above method obtains student's psychological state. Totally 200 students were randomly divided into two groups. In the process of ideological and political education, the experimental group considers the management psychology and constructs the management mechanism of ideological and political education in colleges and universities in the view of psychology. Using various management means to organize, coordinate, supervise and implement in a planned way, to restrain the behavior of college students reasonably, to promote the harmonious development of college students' ideological and political quality, ideological and moral quality and psychological quality, and to realize the management system and principles of educational objectives. The control group only had normal teaching. The experiment lasted 1 month. Statistical software SPSS15.0 and Excel were used for statistical data of different groups.

Results: Applying the psychological ideas to the ideological and political education of college students, the psychological states before and after the two groups of experiments are counted, and the results shown in Table 1 are obtained.

Table 1. Statistical results.

Group	Before and after the experiment	Psychological anxiety score
Experimental group	Before the experiment	4.39
	After the experiment	2.05
Control group	Before the experiment	4.67
	After the experiment	3.88

From the results in Table 1, we can see that the two groups of students before and after the experiment of psychological anxiety state is basically the same. After the experiment, the psychological anxiety of the students in the experimental group was relieved, which proved that the ideological and political education can promote the students to have a better learning state.

Conclusions: College students' identification with ideological and political theory is a kind of emotion belonging and thinking consciousness formed by cognition, feeling and experience of ideological and political theory. The internalization of college students' ideological and political theory is a strong and stable psychological connection based on the positive emotion generated by individuals, emotional identification, rational identification and practical examination. At this time, ideological and political theory has been integrated into the individual's ideological system and value system, and can verify the pluralistic value of ideological and political theory at any time in daily life.

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A PROBE INTO THE CONSTRUCTION OF APPLIED MATHEMATICS TEXTBOOKS IN HIGHER VOCATIONAL COLLEGES BASED ON THE IDEA OF OBE FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Positive psychology is the science of human well-being, happiness, and development. In 1988, Seligman, as president of the American Psychological Association, coined the term "positive psychology" for the first time on official occasions. Positive psychology is the science devoted to the study of the vitality and virtues of ordinary people. It advocates the exploration of human virtues such as love, forgiveness, gratitude, wisdom and optimism. It is advocated that psychology should take man's inherent, potential and constructive power, virtue and goodness as the starting point, stimulate man's own internal positive power and good qualities, and utilize these positive power and good qualities to help ordinary people or people with certain talents to maximize their potential and obtain a good life. At present, the research on positive psychology mainly focuses on positive emotion and experience, positive personality, positive social environment and so on.

Results-based education is called OBE for short. As an advanced educational concept, it has been widely recognized and has become the mainstream of education reform in many developed countries. Mathematics is a compulsory course for many majors in higher vocational colleges. Through the study of these courses, the students can not only master the basic theory and method of mathematics, but also strengthen the creative consciousness, improve the ability of scientific calculation and practical operation and application.

Objective: Under the influence of tradition, the construction of applied mathematics textbooks in higher vocational education is basically carried out under the guidance of "mathematics teaching problems". In the view of positive psychology, the innovation of teaching materials construction in higher vocational colleges can effectively cultivate students' positive mental quality and improve their mental health level. Therefore, as a kind of non-intelligence factor, positive emotion plays a vital role in the construction of applied mathematics textbooks in higher vocational colleges.

Subjects and methods: Using the OBE concept in the field of positive psychology to construct higher vocational applied mathematics textbooks can not only make students master the basic theory and method of mathematics. At the same time, it can strengthen the mathematics foundation necessary for studying the follow-up courses and engaging in engineering technology in the future, and strengthen the consciousness of innovation, form scientific thinking methods, and improve the ability of abstract thinking, logical reasoning, scientific calculation and practical operation and application. This article mainly from the positive psychology, through the innovation teaching idea, the rich classroom content and the renewal teaching method carries on the research analysis to the promotion mathematics teaching material effect.

Study design: Using stratified cluster random sampling method, this paper evaluates the grade applicability of 100 mathematics textbooks in higher vocational schools. Randomly selected from 10 higher vocational colleges, a total of 10 of each grade of mathematics textbooks, through the actual learning effect of students to evaluate.

Methods: Using Excel statistics positive psychology to mathematics teaching material construction effect.

Results: Through the positive psychology innovation education idea, constructs the higher vocational colleges engineering mathematics curriculum system, through the curriculum teaching achieves the student study ability promotion. Multiple and echelon classroom contents are constructed in mathematics classroom. At the same time, the evaluation results are used to master each student's learning state and promote learning enthusiasm and initiative. Abandoning the traditional test-oriented education methods, updating teaching methods, from the mathematical system to achieve positive design principles.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Conclusions: Positive emotion experience is the positive emotion that people experience, such as happiness, interest, alertness, etc. Specifically, in dealing with the past, can play satisfaction, satisfaction and other positive experience; In dealing with the current aspect, people can obtain happiness, happiness and other positive experience; In dealing with the future, people can maintain an optimistic and hopeful attitude towards life. Positive personality traits include optimism, love, communication skills, virtues,

writing ability, sensitivity, creativity, talent, spirituality, tolerance, perseverance, courage, defense mechanism, wisdom, concern for the future, self-determination, etc. In addition, a person's good adaptability to the environment is actually a positive psychological quality. Through the construction of OBE teaching materials in the view of positive psychology, the students' learning ability and learning level can be effectively improved and the students' all-round development can be promoted.

Table 1. Effects of positive psychology on mathematics textbook construction.

Factor	Innovative teaching idea	Enrich the classroom content	Renew teaching methods.
Mathematics textbooks	3	4	4

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AGRICULTURAL ECONOMIC SERVICE MODEL AND ITS IMPLEMENTATION PATH BASED ON CONSUMER PSYCHOLOGY THEORY

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Background: After the tide of agricultural economy, industrial economy and service economy, the experience economy will become the latest mainstream of human society economy. It is the precondition for the emergence of experience economy to improve people's material living standard to a certain extent and to have certain consumption capacity. In this economic state, economic service mode and implementation path not only need to meet people's basic functional needs, but also provide consumers with a strong sense of experience. This experience element is attached to the products and services. When the experience process is over, the experience feeling will exist in the consumer's memory for a long time, and the consumer is willing to pay for the experience. The consumer will get emotional and psychological satisfaction because of participating in this process personally. Generally speaking, experience is a kind of emotional psychological feeling, which is produced in a specific time, place and environment. It has the characteristics of situation, difference, continuity, uniqueness and creativity. Experience design can effectively promote the transformation and upgrading of agricultural economic service mode. Early experience design was put forward in the direction of business strategy reform. In order to make consumers feel better experience, enterprises need to integrate products, services and environment. Compared with the use of the product itself, the experience design pays more attention to the user's emotional experience, the user's psychological feelings when using the product. Consumer psychology mainly studies the psychological state of consumers in the process of demand, selection, purchase, use, evaluation and disposal of related products. Consumer's interests and hobbies, consumer group's psychological characteristics and consumer demand are closely related to experience design. Consumer's psychological moment affects the agricultural economic service model.

Objective: Under the background of economic globalization and Informa ionization, the cross integration of agriculture and service industry is a new opportunity for agricultural economic development. Modern information technology innovation, the gradual decline of traditional agriculture, the gradual rise of new cross-industry. The development thought and operation mode of consumption psychology gradually permeate into agriculture. The mutual penetration and integration of modern agriculture and service industry have broken the barriers of division of labor of the original industries, and formed a new industrial value network of agriculture and service industry, which has a positive impact on promoting the transformation and upgrading of agricultural economic service mode and implementation path.

Subjects and methods: Using the theory of consumer psychology, this paper studies the agricultural economic service model and its implementation path. This article mainly carries on the research analysis from the commercial pattern, the market fusion, the policy innovation and the profession fusion four aspects.

Study design: According to the consumption psychology, the agricultural management mode and the development idea are updated to improve the actual integration degree.

Methods: The influence of Excel statistical consumption psychology on agricultural economic service model and its implementation path. Agriculture and service industry have their own independent knowledge systems, which belong to two disciplines. In the interdisciplinary field, the integration and aggregation of knowledge from different disciplines occur in agriculture and service industry. Knowledge convergence has spillover effect, which not only makes the interdisciplinary field develop further, but also attracts technical departments to join in the knowledge convergence to realize its academic value.

Results: The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Table 1. Effects of consumer psychology on agricultural economic service model and its implementation path.

Factor	Business model	Market convergence	Policy innovation	Industry integration
Theory of consumption psychology	4	4	4	4

Conclusions: Based on the theory of consumer psychology, the agricultural economic service mode and implementation path realize the efficient integration of agriculture and service industry. It can be divided into horizontal industrial integration path and vertical industrial integration path of agriculture and service industry. Among them, the horizontal industrial integration path includes a variety of emerging industries of agriculture and service industry, which provides multiple development directions for enterprise development, government policy making, rural financial investment, hybrid talent cultivation and circulation. The longitudinal industrial integration path covers many links such as enterprises, capital, technology, talents, knowledge, products, market, policies, information platform, etc., and the longitudinal path stimulates the driving factors of industrial integration in each link, so that there are rules to follow in all links from the occurrence to maturity of industrial integration, which has practical guidance on how to develop emerging industries. The design of agricultural economic implementation path is based on the mechanism of cross amalgamation of agriculture and service industry, which can be supported by mathematical model and empirical analysis. Therefore, it is of great theoretical and practical significance to achieve the integration path of agricultural and service industries through consumer psychology.

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THE FUSION OF LOGICAL THINKING AND PSYCHOLOGICAL TENDENCY IN SECRETARY WRITING

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Background: In office work, writing ability is one of the important standards to measure secretarial ability. But writing ability is not equal to writing ability, it is a person's thinking ability, observation ability and language organization ability of a comprehensive embodiment. Secretary writing is different from literary creation. Its essential features of social practicality and the basic requirement of objective authenticity determine that its most important thinking form is logical thinking. How to make good use of logical thinking in the process of secretary's writing must be grasped from the content, structure and language of writing. In the process of secretary's writing, his psychological tendency is often blindness, compulsion, mechanicalness, indifference and dependence. In the process of writing, he has no logical thinking ability, so it is difficult to write qualified content. The so-called logical thinking ability is the ability that people can reflect the objective reality with the help of concepts, judgments, reasoning and so on. Its core is induction and deduction, analysis and synthesis, abstraction and summary, comparative thinking, causal thinking and so on. Only through logical thinking, can people grasp the essence of the concrete object, and then understand the objective world. Argumentation, as a kind of argumentation, is highly speculative, so we should strengthen the training and application of logical thinking in the teaching of writing.

Objective: In order to adapt to the development of market economy and cultivate secretarial talents

with comprehensive quality, the curriculum system of secretarial specialty has been adjusted accordingly. Secretarial writing is a core course of secretarial specialty, which has a strong practicality and application. Since secretarial writing is aimed at secretarial profession, teachers should pay more attention to the improvement of students' writing ability. In the process of secretary writing, we should consider the psychological tendency of the writer, give logical thinking guidance, and create secretary writing.

Subjects and methods: From different grades of secretarial students in a school, 120 students were selected, 69 boys, girls 51; age 23-26 years old. Students were randomly divided into two groups, the experimental group of 60 people, in the teaching process to join the discussion, in order to train students' logical thinking, understanding of students' psychological tendencies. Although secretarial writing is the individual behavior of secretarial students, sometimes through group discussion and joint writing, secretarial students can strengthen their understanding of some complex texts and grasp their writing skills. For example, before writing a "survey report", a field survey must be carried out in order to analyze the results of the survey according to the data and materials obtained from the survey.

Study design: The accuracy of the survey results is closely related to the design of the questionnaire. After all, a person's thinking is limited, the design of the questionnaire should be group discussion by students, through everyone's analysis and selection, to determine the survey questions and options. Then the students in each group took the questionnaires designed by this group to the places of the survey objects, and conducted field surveys by visiting, visiting, and discussion. Then group discussion survey data, information obtained, analysis of the survey results. Finally, brainstorming a survey report. Through discussion and field investigation, students majoring in secretarial science will be more interested in and more sensitive to social reality, so that they can combine theoretical knowledge with practical investigation and apply what they have learned to practice.

Methods of statistical analysis: The contract writing also may adopt the discussion method, through student's group discussion, causes the contract the clause to write completely, is more meticulous, is more accurate. Control group of 60 people, only the use of ordinary teaching methods, not deliberately study the psychological tendencies of students, only pay attention to the logical content of secretary writing. After 3 months, the study satisfaction of the two groups was investigated by interview. Using SPSS18.0 statistical satisfaction results.

Results: Statistical results of two groups of students' satisfaction, data as shown in Table 1.

Table 1. Statistical results/number of persons.

Satisfaction	Dissatisfied	General	Satisfy	With great satisfaction
Experimental group	0	14	32	14
Control group	3	37	18	2

From the table 1, we can see that the students in the experimental group are more satisfied with the logical thinking and the discussion teaching method considering the psychological tendency. Only a few students in the control group were satisfied with the traditional teaching methods.

Conclusions: Secretarial writing is taught to secretarial students. As a future secretary, secretarial students must be able to speak and write better than students majoring in general. With the rapid development of economic globalization, secretaries communicate with all fields of the society increasingly closely and frequently, and the use of secretarial writing is more and more extensive. Secretaries need writing skills more than ever, and the study of writing theory, content and methods has never been more urgent. Therefore, writing teachers in colleges and universities must adjust their thinking, change their teaching ideas, reform their teaching contents, methods and assessment methods, and improve their writing ability and comprehensive quality so as to meet the needs of social development and reform and opening up. The teaching method of integration of logical thinking and psychological tendency is worthy of reference for college teachers in art writing teaching.

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THE DESIGN TREND IN CHINA IN THE EARLY 20TH CENTURY FROM THE PERSPECTIVE OF GROUP PSYCHOLOGY

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Background: Group psychology is a group psychology phenomenon and its law in a certain social environment. It includes the definition of group concept, group classification, group norms, group cohesion, group behavior, interaction between group and its members, leadership and power, etc. Nationalization thought is one of the main social thoughts in China since the 20th century. The special social conditions that led to its formation were in several ways: After the Opium War, people of insight actively introduced advanced Western culture in order to enrich the country and strengthen the army. In the course of the introduction of the West wind, they also constantly reflected on and reassessed Chinese traditional culture. But they almost totally denied traditional culture from the initial part to the May 4th Movement period, arousing some intellectuals' sense of cultural crisis, worrying about losing their national cultural identity, and thus demanding the preservation of national traditional culture. Second, the increasing national crisis in the first half of the 20th century stimulated the rise of national consciousness. Affirming the traditional national culture to stimulate national pride became the spontaneous choice of some intellectuals. Thirdly, the popular movement of educating, enlightening, publicizing and mobilizing the masses is an important part of the social movements in China in the 20th century. Adopting the national art form popular among the common people is the basic condition to ensure the effect of the popular movement, which leads to the repeated emphasis on the national and folk forms. Fourthly, politically advocating the trend of nationalization, which can arouse the common memory of the people and strengthen the national cohesion, which is very necessary for any regime, especially those in crisis.

Objective: In the early 20th century, Chinese design and fine arts were developed under the influence of the West. At the early stage of the development of Chinese design art, it was obviously "westernized", but "westernized" was not equal to "modernized". In the early 20th century, Chen Zhifo, Zhang Guangyu and Du Bingru were the book designers, Hang Zhouying was the month advertisement painters, and Shanghai decorative style was the architecture and interior design. They learned from western art and design techniques and became the pioneers of exploring the nationalization of Chinese modern design. Nationalization is to adopt national forms, reflect national characteristics and national identity in various cultural forms, and show the uniqueness and difference of national culture. Due to the accumulation of history, each nation's culture itself presents uniqueness and difference, which is a natural thing, and the nationalization of national cultural characteristics and identity is the product of specific social conditions. Sorting out and studying the nationalization trend of Chinese design in the early 20th century is of great significance for us to understand the development of Chinese design, deepen our understanding of the topic of "design embodies nationality" and promote the development of Chinese design.

Subjects and methods: Through literature survey, read the early 20th century Chinese design of the relevant materials. Based on the premise of group psychology, this paper analyzes the definition, classification, specification, cohesion and conformity behavior of early Chinese design in the early 20th century, and draws relevant conclusions.

Results: Nationalism is one of the hottest topics in modern society. From the design point of view, China's design to take the road of independent innovation, take the route of nationalization is one way out; From the point of view of nation and country, the design of nationalization is a good way to show the characteristics of national culture and reflect the soft power of culture. After all, in a country that attaches great importance to culture, cultural revival is seen as a necessary condition for national revival, and design is an important window to show national culture. From the perspective of group psychology, the early design art of China in the early 20th century was developed to some extent under the influence of western art and design art, so it presented obvious "westernization". But this "westernization" is a stage of characteristics, does not mean modernization, how to use the Western art and design development results for me, and then develop China's localized design style is a problem worthy of deep consideration. Chinese artists and designers, represented by Chen Zhifo, Zhang Guangyu and Du Bingru, have made diversified explorations and produced a number of representative localized book cover designs, font designs, advertising works including calendar card paintings and interior design works.

Conclusions: Modern design art first appeared in Europe; it is the product of western industrial civilization. It develops with the development of western modern culture. The characteristics of "commonality" and "consistency" of the western-oriented world are very obvious in the spread and development of modern design art. In order to learn from the western developed design art, Chinese modern art designers have to accept the harsh reality of "westernization" and try to maintain the independent development of Chinese design by means of "localization" and "national form". From the perspective of group psychology, Chinese modern design art is not a simple copying and imitation of western modern design art, nor is it a manifestation of narrow national consciousness; Chinese modern art and design is not to cut and split the tradition, nor is it to simply repeat and return. While studying the Western design art, can be used for me, with the national cultural elements, the formation of their own style, is the only way to develop China's national modern art design.

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ANALYSIS ON THE INFLUENCE OF ENTREPRENEURIAL PSYCHOLOGICAL STRESS ON ART MAJORS UNDER THE NEW TECHNOLOGY REVOLUTION

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Background: The rapid development of society and fierce competition make people's life more and more pressure. The types of stress faced by contemporary people are becoming more and more complex, as well as on college campuses. At present, the types of stress college students are also different. In today's different employment environment, different professional college students must face different sources of stress. In the group of college students, because of the characteristics of their majors, art college students are facing more prominent difficulties in the process of employment. In order to solve the employment problem of art college graduates, colleges and universities have carried out employment - oriented education and teaching reform to strengthen employment guidance. But, looking at the present situation of employment education of art college students in our country, we can find that art college students are lack of psychological preparation because of the lack of entrepreneurship quality and skills. Therefore, the proportion of art college graduates who start their own business is very low. College students majoring in art who want to realize the transition from college students to social students also face great psychological pressure of employment and entrepreneurship. Psychological stress is a kind of continuous and tense psychological state, which is formed by individual's reaction to stressful events in daily life. Psychological pressure is a double-edged sword, the appropriate adjustment will be sublimated as a driving force to promote the role of improper adjustment will degenerate into a resistance to damage. It is of great practical significance and theoretical value to understand the psychological stress of contemporary college students' entrepreneurship and study educational strategies.

Objective: Colleges and universities attach great importance to the employment rate, but through the survey of relevant colleges and universities, we find that most colleges and universities do not pay enough attention to it. At present, the course of employment education in colleges and universities in China will be offered in all majors, but the effect of employment education is not satisfactory because of the lack of class hours and the lack of attention of schools and students. Even so, in the employment education, it is difficult to find the trace of entrepreneurship education. Compared with the traditional majors such as science, engineering, literature and management, most of the art majors in colleges and universities have almost no contents of entrepreneurship education in the four-year learning process, which also results in the lack of students' necessary psychological preparation and professional skills in the employment and entrepreneurship. In the investigation and analysis, the author investigates and interviews the entrepreneurial college students majoring in art, actively explores the types, sources and effects of the psychological stress on the students, and explores the coping strategies that are really suitable for the artistic college students, so as to better provide targeted mental health education services for the artistic college students majoring in entrepreneurship, provide new paradigms and mechanisms for the psychological work, and provide help for the students to improve their entrepreneurial confidence.

Subjects and methods: This study investigated 200 students from different majors and origins in an art college who had the intention to start a business. A self-designed questionnaire was used to investigate the stress level, stress sources, stress treatment methods, social support, etc. Using excel statistics results.

Results: What do you do when you're under pressure? The rate of this problem was 25.31%, 64.67%, 21.32%, 28.51%, 28.01%, and 28.01%. When asked, "Who do you think of when you are in trouble?" Among them, 74.45% chose friends, 73.27% chose family members, 54.84% chose their own solutions, 19.17% chose teachers, and 2.42% chose other ways. This shows that college students can reasonably seek help and deal with pressure, friends and family is the main object of help, psychological professional help has become increasingly concerned. But it should not be overlooked that there are still quite a few students who choose self-regulation. This shows that art students deal with pressure mainly in a positive way, but there is also self-restraint, self-solution, escape and other negative ways.

Among the students, 12.99 percent were angry and unable to control their feelings, 37.82 percent were angry but outwardly calm, 46.58 percent were calm and able to see gains and losses correctly, and 2.61 percent were indifferent. The results showed that most college students could control emotion and

reasonable cognition in the face of frustration events, but the proportion of students with poor emotion control could not be ignored.

Conclusions: Although the contemporary art college students' entrepreneurial psychological pressure overall more optimistic, but cannot stand still, after all, to continue to improve and cannot ignore the unoptimistic part of the students. Therefore, it is necessary to study educational strategies to improve college students' knowledge and skills of coping with psychological pressure, to enhance their psychological quality and cultivate their good personality. This study believes that the students themselves, schools, parents and other aspects of comprehensive approach to the study of educational countermeasures.

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INTERCULTURAL AWARENESS OF COLLEGE STUDENTS BASED ON HUMANISTIC PSYCHOLOGY

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Background: Humanistic psychology objects to the exclusion of human psychological phenomena from the mechanistic point of view and the study of human and animal behavior in isolation. Therefore, it is necessary to take the research of humanistic psychology as the language culture of human communication. Language and culture are inseparable. Language is a part of culture, and culture needs language to spread. Foreign language teaching is not only language teaching, but also cultural teaching. Language teaching cannot exist independently from culture teaching. Only through specific language practice can students improve their cross-cultural awareness and intercultural communicative competence. Cross-cultural awareness is the foundation of cross-cultural communicative competence and an important part of cross-cultural communicative competence. To improve students' intercultural communicative competence, we should first cultivate students' intercultural awareness. Cross-cultural awareness refers to the participants' sensitivity to cultural factors in cross-cultural communication. That is, the similarities and differences between different cultures and common culture sensitivity and in the use of foreign languages according to the target language culture to adjust their language understanding and language production consciousness. Cross-cultural awareness can be divided into four stages: In the first stage, learners only notice the superficial "cultural features" in the target language culture; In the second stage, learners can find the differences between the target culture and the native culture, and disagree with the target culture. The third stage, through learning and thinking, can understand and accept the target culture which is different from the mother tongue culture; The fourth stage is to reach the state of "cultural empathy". Learning can fully understand the target culture, and in the process of communication, can empathize, fully understand each other, to avoid cultural conflicts and embarrassing things.

Objective: Cross-cultural teaching is an important way for college English teaching to cultivate international talents. Cross-cultural teaching model can effectively improve students' cross-cultural competence, of which the most significant is cross-cultural awareness. Therefore, the cross-cultural awareness of college students based on humanistic psychology is proposed.

Subjects and methods: Selected 300 students from a school, distributed 300 questionnaires, recovered 286, the recovery rate was 95.3%, the effective questionnaire was 256, the effective rate was 89.5%. The questionnaires are all objective multiple-choice questions and are published online through the online questionnaire system. The contents of the questionnaire are summarized as follows: (1) Students' professional background; (2) Students' concept of professional vocabulary of "cross-cultural awareness"; (3) cross-cultural awareness self-test; (4) Failure experience in cross-cultural communication; (5) Increasing cross-cultural awareness and increasing the demand for cross-cultural communicative competence; (6) Views on whether the college English classroom can improve students' cross-cultural awareness; (7) Identification with classroom teaching methods; (8) The degree of demand for cross-cultural awareness.

Results: Statistical students' cross-cultural awareness of the status quo, the statistical results as shown in Table 1.

According to the survey of students' experience of intercultural communication failure and their need for intercultural awareness, nearly 75% of the students have experienced intercultural communication failure, while only 10% of the students will greet and chat when they see a foreign teacher, 43% of them will turn a blind eye to it, and 47% of them will choose to run away immediately. Fifty-seven percent said their failure was due to "a lack of cross-cultural awareness, but not knowing how to communicate properly, and another 30 percent blamed a lack of cross-cultural awareness." Nearly 48% of the students rated themselves

3, 25% 2, 20% 1, 7% 4, and none chose the 5-point option in the cross-cultural awareness self-test. In addition, 84% of the students think it is necessary to enhance their cross-cultural awareness and improve their cross-cultural communicative competence. At the level of cross-cultural awareness, 46% students want to understand the culture deeply, 40% students want to have a strong cross-cultural awareness, and can successfully communicate with people from different backgrounds, and 14% students want to basically understand the content of the dialogue.

Table 1. Results of intercultural awareness tests.

	Number of questions	Average value	Standard deviation
Nonverbal behavior	94	2.89	0.76
Linguistic behavior	125	2.81	0.65
Cross-cultural teaching cognition	37	2.83	0.74
Population	256	2.83	0.72

From the above survey results, most of the students participating in the experimental study are currently weak in cross-cultural awareness, and cannot communicate with foreigners smoothly and effectively. And many students because spoken language ability is not strong, cross-cultural awareness is weak, language expression ability is not high, and even many people take evasive attitude to foreigners. It is gratifying to note that most of the students surveyed are aware of the importance of cross-cultural awareness and have a high demand for it, with only a small number taking a basic level of attitude towards cross-cultural awareness.

Conclusions: Cultural teaching should be combined with language teaching, and we must not lose either. Language and culture are fully utilized in the teaching of cross-cultural English: China and China serve each other as ends and means. Since English language learning itself involves culture learning, English language learning is the means of culture learning, and culture learning and cross-cultural communication are the aims of English learning. On the other hand, cultural learning provides English language learning rich and colorful, real and fresh materials and environment, a large number of cultural materials into the English teaching materials and classes, not only make English learning interesting, but also ensure the training of English communication ability. Therefore, from the design and arrangement of English curriculum to the orderly development of classroom activities, language and culture teaching should always complement each other. In view of the different cognitive level and learning needs of students at different learning stages, the proportion of language and culture teaching can be adjusted moderately and moderately.

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AN ANALYSIS OF THE INFLUENCE OF PHYSICAL EDUCATION ON MOLDING STUDENTS' PERSONALITY FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: The formation and development of personality are influenced by many factors. Researchers generally believe that personality is heredity, social culture, family environment and upbringing. School education and personal experience and many other factors interact with each other. At different stages of personality development, internal and external influences are different. Early family rearing style is the main impact, with the growth of individuals, school education, partner exchanges, personal experience and so on gradually occupies an important position. School education is the most important. One of the most important forms of school education is subject education. Any discipline education, when it only stays at the technical level, it is low-level immature. It has higher social significance and cultural value only when it enters into the spiritual level and affects the spirit and behavior of human beings. With the development of quality-oriented education, more and more attention has been paid to the cultivation of students' healthy personality and the infiltration of healthy personality and subject education. Physical education is an important part of school education. It integrates physical activities, psychological activities and emotional experience. It has rich and positive educational functions. It is an important means to cultivate and develop students' healthy personality. Physical education is unique to the education and influence of human body and mind, which cannot be replaced by other disciplines. The personality molding function of physical education is an old topic. Scholars from the way, role, strategy, efficiency and other aspects of a large

number of theoretical elaborations, agreed that physical education can have a positive impact on personality. However, why does it have a positive impact? How to interpret and explain the personality molding function of physical education? But few people explore. It is of great theoretical and practical significance to explore the essence of the phenomenon from the perspective of psychology for correctly understanding and grasping the personality shaping function of physical education and guiding its practice.

Objective: In the new era, physical education has become the most significant part of college education, which has a great impact on the quality education in colleges and universities. In order to build up a sound personality, we should not only combine the characteristics of physical education with the students' psychology, but also help the students to form a good psychological quality. Firstly, this paper expounds the significance of college physical education in shaping students' personality from the perspective of psychology, and then analyzes the specific strategies of personality molding.

Subjects and methods: Totally 300 college students were randomly divided into experimental group and control group. Each group of 150 people. The experimental group paid attention to the personality molding function of college physical education in the field of psychology in physical education, including:(1) The colleges and universities shall clarify the students' sports training norms and methods, and guide the students to strictly observe the rules;(2) Cultivating students' sense of justice and responsibility in the physical education in colleges and universities;(3) Make great efforts to promote and cultivate the students' independent personality;(4) cultivating students' spirit of solidarity and cooperation;(5) Constantly cultivate students' correct outlook on life and values in the physical education campaign in colleges and universities. The control group only had daily learning. The experiment lasted for 3 months. Questionnaires were distributed to the students before and after the experiment to test their personality traits. The questionnaires included basic information and some questions about behavior and thinking, 36 sub questions in total SPSS20.0 and Excel were used to count the questionnaire data.

Results: In the process of social development, sports have become a unique cultural existence, with its own unique social intercourse. The content of sports is rich and varied. Students can choose the items that suit their own interests and physical conditions according to their actual situation. Through the participation of sports, students can not only find the significance of their existence in sports, but also find the corresponding fun, so as to achieve their awareness of participation and ability. But after 3 months of teaching, the students in the experimental group are not easy to be impulsive, like challenging difficult things, have long-term and short-term goal planning, and are more attentive. The students in the control group were easy to shrink back from difficulties, easily angry and irritable when disagreeing with others. Some students had short-term planning goals. But only a few students have a long-term goal of planning, and most students do careless, easy to ignore the details.

Conclusions: In the process of college physical education, in addition to helping students master the basic skills, the most important thing is to help students learn the corresponding tactical thinking. Because in the process of sports needs to quickly and accurately judge the actual situation, and these constantly changing circumstances can help students to become more flexible thinking activities. Through rapid thinking, adjustment and change, the improvement of students' self-creative spirit and ability is closely related to the shaping and cultivation of personality. To understand the relationship between the two, as students receiving physical education, it is necessary to be deeply aware of the positive and far-reaching impact of physical education on the shaping of personality, and teachers should focus on the students' future. In the process of education, we should take various means and ways to cultivate students' healthy, noble and perfect personality, and excavate the shaping function of physical education to personality, so that students can receive far-reaching and lasting personality education at the same time, laying the foundation stone for the future life.

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SPORTS PSYCHOLOGICAL ANALYSIS AND TEACHING COUNTERMEASURES IN COLLEGE PHYSICAL EDUCATION

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Background: Physical education, just as its name implies, refers to the purposeful, planned and organized educational process carried out through physical activities and other auxiliary means. The ultimate goal of physical education is to achieve students' health through teaching. With the rapid development and progress of today's society, society on the overall quality of contemporary college students

and the expected level of a higher, more challenging new requirements. Society in the face of college students, no longer the same as in the past, simply require college students to have scientific and cultural knowledge, but more hope that college students into the community when they can have the courage to innovate and forge ahead spirit and better physical quality and psychological endurance. As early as in the 1980s, the World Health Organization of the United Nations (WHO) put forward the following view: "Health is not simply the absence of disease or other ailments, but the total state of our individual physical, mental, and even social tranquility." This requires that we must integrate our physical and mental health closely with society as a whole. But when we look at the physical education in colleges and universities, it is not difficult to see that the existing physical education model is often only a very simple focus on students' physical fitness and other links, and always take grades as our top priority in class, take simple physical exercise, improve the physical quality of students as the center of teaching classes, thus often ignoring the students' psychological status and physical exercise for students' psychological impact, lack of awareness of lifelong sports guidance and education.

Objective: PE teaching mode is a kind of special activity form in the whole process of education and teaching. Because of the combination of students' physical strength and mental work, PE teaching mode is inseparable from students' mental health. But this kind of mutual promotion relations, regarding the student itself, even vigorously raises the comprehensive development talented person to have the inestimable vital significance.

Subjects and methods: In this paper, 50 students in a university were interviewed one-on-one for 40-90 minutes. The content of the interview was the motivation for students to learn PE, the evaluation of teaching methods and PE teachers, whether they have sports habits, why they study PE courses and the significance of studying PE courses. The interview results were analyzed with SPSS 15.0 and Excel software.

Results: The result of statistical interview shows that students' sports psychology is shown in Table 1.

Table 1. Statistical results of sports psychology of students.

Sports psychology	Psychology of seeking knowledge	Helpless mentality	Communicative psychology	Mental health
Numbers	36	20	42	46

(1) Thirst for knowledge. For the new college students, they are all very strange and full of novelty for college life, so for college physical education teaching will be full of curiosity and knowledge of the psychology. In addition, because their thinking ability is more developed, college students will think more carefully and deeply when they think about problems, and they will link up the knowledge they have learned to study in the future. Although students are extremely curious when they are new to college sports, long - term study can seriously reduce their enthusiasm for sports. At the same time, because the university curriculum is too busy and complex, students' interest in physical education and their thirst for knowledge will completely disappear.

(2) Helplessness. Many college students for the true meaning of sports and sports some sports cannot really understand and grasp. This also makes them unable to learn the sports knowledge and the skill suitable application in the life in the physical training. This has led to the physical exercise in their lives will not get the effect it deserves. In addition, for college physical education, there is little communication between teachers and students, which results in the helplessness of students in physical exercise, and psychological resistance to physical exercise. Finally, there are some freshmen who are curious about everything and don't understand it, so they feel helpless in an unfamiliar environment of physical education.

(3) Communicative psychology. Every college student has the desire to communicate, because the expansion of interpersonal relationship can not only add some good friends or useful information for students, but also bring many conveniences for their later development and work. The students' communicative psychology is obviously embodied in college PE teaching, because sports is a good way of communication. We carry on the human relations in the physical training, not only may cause the sports study more relaxed interesting, moreover may also harvest the sincere friendship and enhances own physical quality gradually.

(4) Keeping fit and healthy mind. In order to release the pressure of study and life effectively, college students can improve their physical and mental health through proper physical activities, and then turn the pressure into new power of study and life.

Conclusions: The aim of college P. E. teaching is to cultivate professional talents with good physical and mental health. Then through some necessary physical activity to let the students develop a good habit of physical exercise, and in the process of sports activities in a comprehensive relax their mood and psychological state. College PE teachers should adopt effective scientific teaching methods, pay attention to the cultivation of students' psychological quality and make a comprehensive understanding and analysis of students' psychological problems, and then perfect the integration of psychological education and college

PE teaching, so as to continuously strengthen students' physical quality and good psychological conditions, and thus greatly enhance the effect of college PE teaching and the quality of PE teaching.

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CONFLICT OF PUBLIC MANAGEMENT AND ITS INFLUENCE ON GOVERNANCE IN PSYCHOLOGICAL PERSPECTIVE

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Background: After more than 30 years of sustained and rapid development, the international situation facing China has undergone profound changes, economic development has entered a new normal, and the building of a law-based China has begun to advance in an all-round way, which constitutes the macro background of the current public administration. The sharp social transformation highlights the extreme importance of public policy. China is in a period of rapid social transformation, in which various social problems and contradictions interweave with each other and erupt intensively. As the fundamental means for the government to solve social problems, govern social contradictions and manage social public affairs, the importance of public management is beyond doubt. The reform and opening up that began in the early 1980s is the most comprehensive, profound and rapid social transformation in modern Chinese history, and is a comprehensive change in China's socioeconomic, political, cultural and social fields. The concrete manifestation is: The economic system transformation, namely by the directive planned economy system to the socialist market economy system transformation; The transformation of political system, that is, from the traditional centralized political system to the socialist democratic political system; The transformation of social structure is from traditional agricultural society to industrial society, from ethical society to legal society, from homogeneous society to heterogeneous society, and from closed and semi-closed society to open society. The transformation of society means the change of people's life style, value idea, thinking mode and behavior mode, and also means the breeding of a large number of social problems. In the long process of social transformation, the public policy environment has undergone a fundamental change, which has brought about changes in the mode of government policy behavior, governance.

Psychological research is the study of the psychology of human behavior, but it is generally believed that only people's psychological problems need to be studied, to find out how to deal with these problems is beneficial to human development. However, these problems should be paid more attention to, such as the positive behavior of human beings and the cultivation of the positive behavior ability.

Objective: In the process of China's social transformation, the government faces more and more public conflicts. The real problem for governments is not just the increase in the number of conflicts, but the shift in how they are managed. Facing the new situation, governments at all levels are exploring effective ways and means of public conflict governance. Therefore, it is of great practical significance to study the impact of public management conflict and its governance.

Subjects and methods: People are in a state of psychological harmony, including interpersonal harmony, to promote social harmony and the rapid development of social economy. Starting with psychology, this paper studies and analyzes the effectiveness of psychology on public management conflict and its governance.

Study design: Stratified cluster random sampling was used to investigate 1000 members of the public, including students, working groups and retirees. A total of 1000 questionnaires on the positive significance of psychology were distributed, and 987 valid questionnaires were collected.

Methods: The effect of Excel statistical psychology on public management conflict and its governance.

Results: The atmosphere of psychological safety affects the harmony of social interpersonal relationship, human safety behavior and individual mental health. Positive psychological factors can affect the efficiency and productivity of social production, and a good atmosphere of psychological safety can promote the social consumption of the people and alleviate the conflict of public management.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 1.

Conclusions: Understanding and grasping the conflict of public management and its governance from the angle of psychology, measuring the potential power of human beings, discovering the fine quality of human beings, can make human beings better exert the governance ability of public management and live better.

Therefore, psychology is that ordinary people can fully experience positive psychology, improve personality, cultivate positive creativity, thus improve the quality of personal life, more conducive to the development of a harmonious society. It can be seen that the application of psychology to the analysis of public management conflict factors and its governance can not only promote the harmonious development of society, but also improve people's quality of life.

Table 1. Effects of psychology on public management conflict and its governance.

Factor	Interpersonal harmony	Harmonious social development	Rapid economic development
Student	3	4	4
Working population	4	3	4
Retirees	4	3	3

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PSYCHOLOGICAL PERSPECTIVE ON POVERTY ALLEVIATION THROUGH INTEGRATION OF PRODUCTION AND EDUCATION: ACTION LOGIC OF POVERTY ALLEVIATION IN POST POVERTY ALLEVIATION ERA

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Background: According to China's established plan, the poverty-stricken areas and population across the country must be lifted out of poverty by 2020. But under the circumstances of investing a great deal of manpower, property and policy support, some poor groups can barely get rid of poverty, and the phenomenon of "getting rid of poverty and returning to poverty" can be predicted. The strategic focus of targeted poverty alleviation has shifted from purely poverty alleviation to rural development and from income growth to the ability to become rich. As a service to the local economy, higher vocational colleges need to change their ways of precise poverty alleviation from simple skills training and personnel training to integration of industry and education and economic development in poor areas. The Central Conference on Poverty Alleviation and Development particularly stressed that education is the fundamental way to intergenerational transmission of poverty, and clearly put forward that "developing education to eradicate poverty is an important measure in the fight against poverty". The report of the 19th National Congress of the CPC puts forward "deepening the integration of industry and education and the cooperation between schools and enterprises". The survey shows that governments at all levels have invested a lot of manpower, materials and financial resources to formulate a series of policies to ensure that all poverty alleviation by 2020. After completing the task of poverty alleviation, rural poverty alleviation faces the situation of "divestment, withdrawal of personnel, withdrawal of policies", and the phenomenon of "poverty alleviation" can be identified. How to solve this problem needs to be considered and solved in advance. The key point is to improve the vocational ability of the impoverished groups and the economic development of the poor areas.

Objective: Education is the fundamental measure to stop the intergenerational transmission of poverty, and education poverty is the key problem to be solved in the post-poverty relief era. In the post-poverty alleviation era, the value logic of education poverty alleviation is mainly embodied in such aspects as promoting the pursuit of core values of social fairness and justice, highlighting the superiority of the socialist system with Chinese characteristics, promoting the modernization of education governance system and governance capacity, and promoting the overall construction of a modern socialist country. In the post-poverty relief era, the framework of education poverty governance can be built from the dimensions of governance goal, governance concept, governance perspective, governance mode and governance mechanism. We shall continuously strengthen the sustainable investment in education funds, strengthen the construction of cultural governance, establish a long-term mechanism for poverty alleviation through education, achieve the precision of poverty alleviation and build a collaborative participation of multiple subjects, and continue to contribute China's wisdom and China's program to global poverty alleviation.

Subjects and methods: From the psychological perspective, the integration of lower education and education can effectively improve the ability of poverty management in the post-poverty era. This paper investigates and analyzes the effects of psychology on poverty management in the post-poverty era, the pursuit of core values of social equity and justice, the modernization of educational governance system and governance capacity and the building of a socialist modern country in an all-round way.

Study design: Taking Ruian city as an example, 600 college students in Ruian city, Zhejiang province were asked to complete the questionnaire once and for all. The time for each person to fill in the questionnaire was about 10 to 15 minutes. A total of 600 issued, 589 recovered, the number of effective copies of 563.

Methods: Using Excel Statistical Psychology to Manage Poverty in Post Poverty Alleviation Era.

Results: The problem of poverty is not a simple problem of people's livelihood; its essence reflects the problem of social fairness and justice. Educational equity is an important foundation of social equity, and promoting social equity and justice with educational equity is an important content of deepening educational reform. As a pillar of modern society, the code of conduct and core values of fairness emphasize justice and equality, while justice focuses on stipulating the basic rights and obligations of members of society, and emphasizes the rational distribution and appropriate arrangement of resources and interests among members and groups of society. Fairness and justice are not only the equality of individual rights and opportunities, but also the equality of individual freedom and the equality of social invisible factors.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the individual subjective errors in the evaluation, 600 students were assessed and take the average value, the results were rounded to determine, the specific statistical table as shown in Table 1.

Table 1. Psychology's ability to address poverty in the post-poverty era.

Factor	Value pursuit of fairness and justice	Modernization of educational governance system and governance capacity	Promote the building of a modern country
University student	4	3	3

Conclusions: Value is a kind of relationship of meaning between subject and object formed on the basis of practice. Certain value judgment and orientation need to be placed in certain times context, and the essence of value orientation is rationally understood in the times context. From the perspective of psychology, poverty alleviation through integration of lower education and production plays an important role in targeted poverty alleviation, especially in technical training and education and employment in higher vocational colleges, effectively promoting the deep cooperation between higher vocational colleges and enterprises, cooperatives, farmers and other groups of professionals, so as to realize common construction and sharing of interests.

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A NEW THOUGHT ON COLLEGE VOCATIONAL EDUCATION FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: At present, with the rapid development of education, higher requirements are put forward for the mental health education in colleges and universities. Mental health education as an important task in colleges and universities, counselors played a vital role. From the perspective of psychology, college counselors need to study and analyze mental health problems from a positive perspective in the process of mental health education to achieve the reform of traditional mental education. From the perspective of psychology, the drawbacks of the traditional mental health education model are increasingly prominent, which seriously affects the effect of mental health education. The proposition of positive psychology can be regarded as an important milestone in the field of psychology. Positive psychology advocates studying human potential and a series of virtues from a positive perspective. Traditional psychology pays more attention to

the pathological psychological problems, while positive psychology pays more attention to the healthy and harmonious development of human beings.

At present, the work of vocational education in colleges and universities has aroused the concern of all sectors of the society. To do a good job, we must first do a good ideological work. Therefore, the work of vocational education in colleges and universities needs new thinking. Colleges and universities should always firmly grasp the leadership of the socialist mainstream ideology, always focus on cultivating who, how and for whom to train people, and further improve the ability of personnel training with the goal of cultivating builders and successors of the socialist cause with all-round development of morality, intellect, physique, beauty and labor. From the perspective of psychology, improving the way of vocational education in colleges and universities can effectively bring new development opportunities for vocational education in colleges and universities.

Objective: As we all know, there are some differences in each student's personality characteristics, and each student has different positive qualities. As a college counselor, we can carry out mental health education under the guidance of psychology and in combination with the students' positive qualities, so as to improve the college vocational education. From the perspective of psychology, effective measures should be taken to arouse students' great potentiality and promote the development of their positive psychological quality.

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. Vocational educators in colleges and universities should follow the law of education, guide according to the situation, stimulate the enthusiasm of different students, and train them to become new socialist constructors who can take charge of the national development, have responsibilities, ideals, abilities and responsibilities. From the perspective of positive psychology, this paper investigates and analyzes the improvement of college vocational education system, helping students to develop in an all-round way, and creating a positive educational environment. Through the way of questionnaire, statistical analysis of positive psychology on the impact of vocational education in colleges and universities.

Study design: Stratified cluster random sampling method was used to investigate 500 college students. Randomly selected 3 universities, each grade randomly selected 1 major, a total of 12 professional students to conduct a questionnaire survey, a total of 500 questionnaires, 483 recovered, the number of effective copies is 467.

Methods: Using Excel statistics positive psychology to the university vocational education influence effect.

Results: Using positive psychology can excavate students' individual potential and stimulate students to acquire skills on their own initiative. Compared with the traditional education mode, it widens the depth of vocational education, increases the stickiness of activities and enhances students' active participation. At the same time, positive psychology can help students learn to empathize, deal with pressure rationally, so as to integrate into the collective and correctly deal with the relationship between the collective and individual. From the perspective of positive psychology, students uphold the concept of happiness, enhance positive emotional experience, improve life satisfaction, and constantly accept themselves and others at the same time, thus creating a virtuous circle, which radiates and drives other students to form a local small atmosphere and then expand their influence, thus creating a positive campus cultural atmosphere, which has laid the foundation for building a harmonious socialist society. 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 relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 500 college students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

Table 1. Effects of positive psychology on higher vocational education.

Factor	Higher vocational education system	All-round development of students	Educational environment
A University	4	4	4
B University	5	5	4
C University	4	5	5

Conclusions: To sum up, positive psychology, as an important work of college vocational education innovation, can effectively promote the new development of college vocational education. Under the circumstances of innovative development, college counselors can give full play to initiative consciousness, take positive psychology as support, innovate and optimize the methods of mental health education,

effectively improve the effect of mental health education for students, safeguard the all-round development of college students' physical and mental health, and promote the sound development of education.

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NORMALIZATION OF EPIDEMIC PREVENTION AND CONTROL IN OLD RESIDENTIAL AREAS IN BEIJING

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Background: Environmental psychology is a subject that studies the effect of environment on human psychology. Dialectical analysis of natural environment and social environment based on environmental psychology is conducive to improving the accuracy of research. Community research based on environmental psychology is conducive to the scientific and systematic analysis of problems. Many scholars combine the two to carry out specific research, from the perspective of environmental psychology and actual layout, architecture, to analyze the impact factors, and then assist in housing construction.

The large-scale outbreak and rapid spread of the new crown epidemic is a severe test of community epidemic prevention and effective control in China. Community epidemic prevention is the most basic link in the process of fighting against the epidemic. The effectiveness of community governance is related to the overall situation of national epidemic prevention and control. Community governance plays an important role in joint prevention and control of epidemics. Communities are an effective line of defense against outbreaks of the epidemic. China's rapid response to outbreaks of the epidemic and the formulation of preventive measures by the government and communities have achieved success in various stages, such as strict control of the entry and exit of people, screening and isolation of outsiders, detection of nucleic acid in communities, and publicity of community epidemic prevention. At the same time, there are many problems in the establishment of community anti-epidemic system. Compared with the general commercial housing community, the old community has its particularity in population structure, resource allocation and management mode, and the epidemic prevention and control is more complicated.

Objective: Community governance is an important part of grass-roots governance, is an important aspect of national governance. Coordinating urban and rural infrastructure construction and community construction, enhancing community service functions, strengthening the construction of community governance system, and promoting the focus of social governance to the grassroots can effectively enhance community governance capacity. At present, under the background of the normalization of prevention and control of new crown pneumonia, strengthening community construction and optimizing community governance have become a more significant content.

Subjects and methods: Environmental psychology can guide the efficient governance of residential areas through a variety of forms. Under the normalization of epidemic prevention and control, through WeChat Group and other means, we have purchased vegetables and daily necessities for residents on a group basis, publicized knowledge on epidemic prevention and control, understood the ideological trends of the masses, etc., greatly improved the efficiency of epidemic prevention and control, and provided strong force support and channel guarantee for community governance services. In this paper, through the impact of environmental psychology, optimize governance methods, ensure that community governance follows, integrate all kinds of community resources, ensure that community governance can guarantee and strengthen the participation of social subjects in prevention and control work, and ensure that community governance has strength.

Study design: In this paper, through the impact of environmental psychology, optimize governance methods, ensure that community governance follows, integrate all kinds of community resources, ensure that community governance can guarantee and strengthen the participation of social subjects in prevention and control work, and ensure that community governance has strength. Randomly selected 5 old residential areas in Beijing, the residents of the area to conduct a questionnaire survey, 600 questionnaires, 574 valid questionnaires recovered.

Methods: Using Excel statistics under the normalization of epidemic prevention and control in Beijing old district management effect.

Results: To do a good job in the prevention and control of epidemic situation in communities, it is

necessary to introduce accurate and scientific management methods, accelerate the study and formulation of various rules and regulations in line with the social conditions and public opinions, effectively improve the self-governance capacity of urban and rural communities, clarify the responsibilities of community work and reduce the burden on communities. Vigorously promote the organic integration of resources and rational use of resources, optimize the structure of community service personnel, coordinate and promote the construction of infrastructure, improve the capacity and level of community services, and further unblock the integration of demands of lines and grid management. It is imperative to effectively improve the enthusiasm and coverage of the participation of residents, strengthen and improve the construction of the "community consultation" consultation democracy platform, and actively explore the adoption of consultative democracy and the implementation of community residents' discussion meeting and other consultation methods to improve the effect of community governance.

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 600 groups shall be adopted and the average value shall be rounded off to obtain the result. The specific statistical table is shown in Table 1.

Table 1. Control effect of Beijing old residential areas under normalization of epidemic control.

Factor	Community governance follows	Community governance is guaranteed	Socialized subject participation
Resident	4	4	4

Conclusions: Community governance is an important part of grass-roots governance. In the epidemic prevention and control, community governance capacity and service level has been tested and tempered. Under the background of normalization of epidemic prevention and control, adhering to the leadership core of the Party, optimizing governance methods, integrating and coordinating all kinds of community resources, and strengthening the participation of social subjects in prevention and control work have effectively enhanced the path to community governance.

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THE INFLUENCE OF PSYCHOLOGICAL CAPITAL ON ACCOUNTING PROFESSIONAL ETHICS

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Background: The psychological health of accounting practitioners and the accounting professional ethics affect and restrict each other. Healthy psychology helps to improve the professional ethics of accounting practitioners, to some extent, help to prevent or even avoid illegal accounting practices, and help accounting practitioners get more happiness and achievement. At the same time, the positive experience gained by accounting practitioners in their work further promotes the improvement of the level of psychological health of accounting practitioners. On the contrary, unhealthy psychology often leads to the lack of professional ethics of accounting practitioners, and then affects the psychological health of accounting practitioners. In the long run, this will inevitably lead to a vicious circle. Therefore, the study of the psychological health of accounting practitioners is an indispensable part of the study of the impact of the level of accounting professional ethics, not only to a certain extent related to the development of enterprises and institutions, but also for the accounting practitioners personal accounting professional ethics is very important.

PCA, referred to as Psychological Capital Appreciation, refers to an individual's positive mental state in the course of his growth and development. It is beyond the human capital and social capital of a core psychological elements, is to promote personal growth and performance of the psychological resources. With the rapid development of competition and reform in modern enterprises, more and more managers are aware of the work pressure and thought burden of employees, who pay more attention to growth and progress than salary and welfare. Under real pressure, they can accept heavy work and reduced pay, but they are more in urgent need of psychological comfort, which derived from the staff Psychological Capital Appreciation management of this proposition.

Objective: The psychological health of accounting practitioners and the accounting professional ethics

affect and restrict each other. In positive psychology, we often use methods that promote Psychological Capital Appreciation to promote mental health. From the perspective of positive psychology, this paper studies the role of self-efficacy, hope and optimism in the construction of accounting professional ethics in Psychological Capital Appreciation.

Subjects and methods: Human's potential is infinite, but its root lies in human's Psychological Capital Appreciation. Besides financial capital, human capital and social capital, Psychological Capital Appreciation is the fourth largest capital, including self-efficacy, hope, optimism, perseverance and emotional intelligence. This paper investigates and analyzes the influence of Psychological Capital Appreciation on the self-efficacy, hope and optimism of accounting professional ethics. Through the way of sending out questionnaires, statistical analysis of Psychological Capital Appreciation on the level of accounting professional ethics.

Study design: Using stratified cluster random sampling method, a questionnaire survey was conducted among 1000 accounting students, accounting practitioners and retired accountants. A total of 1000 issued, 961 recovered, the number of effective copies 947.

Methods: Using Excel statistics Psychological Capital Appreciation on the level of accounting ethics.

Results: Self-efficacy plays an important role in the accounting work. Improving the self-efficacy of accounting practitioners is the intrinsic requirement of cultivating modern high-quality accounting practitioners. Self-efficacy of accounting practitioners is the expression of self-confidence of accounting practitioners, which has a great impact on their work enthusiasm, work attitude and work behavior. It is hoped that high level accounting practitioners pay more attention to the establishment of professional growth goals and design the way to achieve the goals, so accounting professional ethics will be attached importance to. Optimism reflects the positive side of Psychological Capital Appreciation that views outcomes and attributions as events, including positive emotions, motivations, and a vision of the future. Accounting practitioners with optimistic attitude are more willing to develop in a better direction and have higher achievement motivation, so they will pay more attention to improve their professional ethics.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective errors in the evaluation, the evaluation values of 1000 subjects were averaged and the results were rounded off. The statistical table is shown in Table 1.

Table 1. Impact of psychological capital appreciation on accounting professional ethics.

Factor	Sense of self-efficacy	Hope	Optimism
A student of accounting	4	4	3
Accounting practitioner	3	3	3
Accounting retiree	3	4	4

Conclusions: In the process of accounting professional ethics construction, enterprises should pay attention to the positive role of Psychological Capital Appreciation, and strengthen the psychological health of accounting practitioners. At the same time, the accounting practitioners themselves should dedicate themselves to the improvement of Psychological Capital Appreciation and the improvement of professional ethics, consciously apply professional ethics to their own work, realize personal career growth, and contribute their own strength to the progress of the whole social civilization.

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APPLICATION OF HUMANISTIC PSYCHOLOGY IN INTERNATIONAL EDUCATIONAL AND CULTURAL EXCHANGE

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Background: Psychology is mainly through the study of people's explicit expression to find out indirectly the changing law of psychological phenomenon behind. Because the psychological phenomenon is one kind of subjective, touches unclear, cannot see, and does not have the explicit characteristic spiritual phenomenon. Humanism attaches importance to human reason, emphasizes human value, respects human needs, and develops human potential. Humanist psychology opposes behaviorist psychology, which focuses only on measurable human's external behavior, regardless of human's inner world. It holds that man is an

active and responsive animal, that man's behavior is conscious, that man can predict the future, and that ego is the center of behavior. People have the basic motive of pursuing self-realization, that is, they tend to develop their inner potential. In the international educational and cultural exchange, culture course is an important part of Chinese international educational teaching system, and culture teaching has been one of the research focuses. From the perspective of humanistic psychology, exploring the strategies and methods of international culture teaching is helpful to improve the effect of international education and culture teaching.

Objective: Although a breakthrough has been made in the research on culture class teaching, it is still not paid enough attention to, which is reflected in the small number of relevant research results. On the other hand, in the field of culture teaching, the research on culture teaching is still far more than that on culture teaching, and the research on culture teaching is still carried out within the thinking of language teaching. Therefore, from the perspective of humanistic psychology, we should improve the cultural teaching methods in international educational cultural exchange and promote the development of international educational cultural courses.

Subjects and methods: Select 150 foreign students in a university to design the questionnaire, during which the factors that hinder the questionnaire survey are clear. (1) Eliminate subjective obstacles. The questionnaire survey has four dimensions, 25 questions, 10 minutes to complete the filling, to avoid the excessive content of the questionnaire and the psychological pressure caused by the respondents. On the other hand, the questionnaire does not involve sensitive issues such as personal privacy, will not allow respondents to have all kinds of concerns. (2) Eliminate objective obstacles. The content of the questionnaire is simple, easy to understand, all for the choice to fill in the blank, there is no lack of understanding or reading ability due to the obstacles caused by inadequate. The questionnaire mainly includes foreign students' favorite teaching methods and the evaluation of current teaching methods. SPSS18.0 software was used for statistical analysis.

Results: For foreign students learning Chinese, language learning is of course the first priority. But cultural learning also plays a pivotal role, and it can even be said that in the process of language learning will naturally come into contact with culture. Therefore, we must first of all pay attention to it in thought, in mind to establish a very important point of view of cultural teaching. According to the results of the questionnaire, many foreign students reflect that the teaching of culture course is not interesting, they hope that the culture course is more "fun", hope to have "see, hear, do". More than 81.3% of foreign students said they prefer cultural experience activities; they think they should try to learn knowledge by themselves. The specific statistics are shown in Table 1.

Table 1. Statistics of teaching methods favored by foreign students.

A favorite way of learning	Number	Percentage of all declarations/%
A sitcom, game	18	12.0
PPT, films	60	40.0
Photographs, illustrations	33	22.0
Textbooks, teacher's instructions	39	26.0
Total	150	100.0

On the multi-choice question, "What part of the foreign student's progress do you think the culture course will help?", all the respondents said that the help for oral English was the most obvious. More than half of the respondents said it would help their writing, and only a small proportion said it would help their grammar. Thus, most of the teachers' practical experience shows that cultural exchange is of great help to the improvement of foreign students' oral English and writing.

Conclusions: Previously, culture teaching has been more emphasized to play the role of language skills teaching. In the past, more emphasis has been placed on the use of language skills in the teaching of culture. The prominent performance is to help learners improve their language ability as an important goal of culture teaching. (Similarly, the insertion of linguistic elements in the preparation of cultural textbooks is a mainstream approach.) The function of teaching. Culture teaching has its own characteristics and laws. Too much emphasis on the combination with language teaching is bound to have an impact on the effect of culture teaching. We think that the cooperation of culture courses with language teaching should be mainly considered from the aspects of which culture courses are to be set up. Moreover, we believe that the most important goal of culture teaching is not to upgrade learners' Chinese language skills, but to enable them to better understand Chinese culture. Considering this point, culture teaching should focus more on taking into account its own characteristics and laws.

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A NEW THOUGHT ON COLLEGE ART EDUCATION FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Presently, the university fine arts education unceasingly obtains the new development, is marching towards the market, the world advancement, its development advancement also presents the multiplication tendency gradually. Because of the different economic and social conditions in different countries and regions, colleges and universities have different emphases in the direction of modern art education. In this diversified market environment, modern art education is also constantly reforming, innovating teaching methods, adjusting teaching objectives, in order to meet different social needs to train more talents. The traditional fine arts education pays attention to the teaching of professional knowledge in the aspect of personnel training, which makes the division of majors more detailed. Art psychology is a subject that studies the author's psychological activities in the process of art creation, the appreciator's psychological activities and the social psychological activities reflected in art works. This research process is mainly to discuss the activity law of emotion, cognition, will and so on. Art education is through the teacher's interpretation of art works, so that students can communicate with the creators of art works in a silent dialogue and indirect communication. This kind of communication does not need the students and the artists face to face, but students need to have a certain theoretical knowledge of art and art knowledge, can understand the art works hidden in the works of the inner psychological activities, can appreciate the art creator's mental process.

Objective: With the continuous development of teaching reform, some colleges and universities in order to unilaterally integrate with the market, improve the practical requirements in subject setting and teaching content. On the other hand, due to the impact of market economy, some college students have changed their moral concept and value orientation, and have been greatly impacted by the impact. Some students are eager for quick success and instant benefit. They hope to get a higher reward in a short time, but they do not pay attention to the basic knowledge of their specialty. The concept of learning also has obvious utilitarianism and tendentiousness, but the study of professional knowledge and basic knowledge has been neglected. How to correctly guide students to change this learning concept and attitude, to establish a correct concept of art, is one of the key issues to be studied in modern art education, but also an important issue facing art educators.

Subjects and methods: Art psychology is a special subject, but we should not reject or even abandon it just because it belongs to a marginal subject. Its existence is of great significance to the development and perfection of art education. Art education can effectively improve the students' awareness of art creation, and it can also promote the formation of students' personality and cultivate students' necessary emotion of art creation. This article mainly carries on the investigation analysis from the fine arts psychology regarding raises the fine arts teacher teaching ability, creates student thinking ability and active classroom atmosphere.

Study design: Using stratified cluster random sampling method, 600 students and teachers majoring in art were investigated by questionnaire. A total of 600 questionnaires were distributed and 579 were retrieved, with 561 valid copies.

Methods: Using Excel statistical art psychology to influence the students and teachers of art specialty.

Results: Art teachers are a special group, he shouldered the duties of teaching and responsibility, but also to play a pioneer in the cause of art education and explorers. The key and essence of creative thinking lies in imagery thinking, because creation must have new ideas and cannot copy old ideas, so creation can be guided by art psychology to improve thinking ability. In the teaching process, the teacher must have the principle of art psychology, simplify the complicated things in art teaching, present them in a relatively interesting and easy-to-learn way, and teach in an equal atmosphere.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective errors in the evaluation, the evaluation values of 600 subjects were averaged and the results were rounded off. The statistical table is shown in Table 1.

Conclusions: Art psychology is a study of art works and human psychology of science, is a can help people better learn the art of learning. Therefore, it is more closely related to art education. At the same time, art psychology is a kind of psychological re-link, but also a very practical and can fully demonstrate the

application of knowledge. Art education is a great cause of education. The aim of Art education is to train students' ability of visual reading, expression and communication, and guide them to think and interpret classical art works and visual images in daily life. Art psychology can effectively develop and extend art knowledge and skills, meet the needs of human society, economy and spiritual culture, at the same time, improve personality, form basic art quality and promote people's all-round development.

Table 1. Influence of art psychology on art majors and teachers.

Factor	Teaching ability	Thinking ability	Classroom atmosphere
Student	3	4	3
Teacher	4	4	4

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THE INFLUENCE OF WEAK COMMUNICATION THEORY ON READING PROMOTION IN UNIVERSITY LIBRARIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: According to the Weak Communication Hypothesis, the initial concept of public opinion is strength, and strength is the most important attribute and relationship of public opinion world, and thus a complete theoretical system is constructed. The weak propagation hypothesis consists of nine concepts and theories. Weak communication refers to the communication phenomenon of the advantage of the weak in the world of public opinion, sometimes also refers to the communication strategy based on the theory of weak communication. The weak world refers to the world of public opinion operating according to the law of weak propagation. The strong world refers to the real world. The weak communication theory system is simply called the weak theory, which is a philosophy about the world of public opinion. It answers the fundamental question of "what is the world of public opinion", and sums up the fundamental law of the world of public opinion, which is a theoretical system of world outlook and methodology. In addition to the natural world, the weak principle means that human beings live in the real world and the public opinion world at the same time. The public opinion world is the inverse world of the real world, and they are basically opposite in the attributes of strength and weakness, primary and secondary relations, light and light judgments and rational guidance. The world of public opinion is a world built on the surface of scrambling for attention, recognition and recognition. In the process of its competitive communication, the world of public opinion is dominated by the strong in the struggle for attention, by the weak in the struggle for recognition, and by the larger in the fight for the surface area. The weak theorem means that the world of public opinion is the world of strong meat and weak food. Its popular expression is that the strong group in reality is the weak group in the public opinion. The law of emotion is the world of public opinion. Its popular expression is that public opinion is unreasonable. Light rules for the world of public opinion is the world of communication. Its popular expression is that light things are best spread. The second theory is that the world of public opinion is a world of communication reversed. Its popular expression is that the main melody is the most difficult to spread. The four laws of the world of public opinion are summarized as follows: the advantage of the weak, the emotional strength, the light for the heavy, the secondary. Weak communication theory in a word: natural selection of public opinion, the survival of the weak.

Objective: The four laws of the world of public opinion are summarized as follows: the advantage of the weak, the emotional strength, the light for the heavy, the secondary. Weak communication theory in a word: natural selection, the survival of the weak. The popularization of reading in university libraries is conducive to raising the awareness of reading for all and promoting the improvement of cultural quality.

Subjects and methods: The advent of the information age provides more channels for the promotion of library reading. In order to improve the comprehensive reading ability of the students and lay the foundation of the students' cultural accomplishment, it is necessary to establish a more perfect strategy of library popularization. This paper mainly studies the reading situation from the influence of weak communication theory from the perspective of psychology, by consolidating the ideological basis, building talent support and improving the mechanism.

Study design: Stratified cluster random sampling method was used to investigate 600 college students, undergraduates and postgraduates. Random three schools of different grades, different genders, different majors of each 200 students of the questionnaire survey, 600 questionnaires, 574 valid questionnaires were

collected.

Methods: The Influence of Weak Communication Theory on College Students' Reading Behavior from the Perspective of Excel Statistical Psychology.

Results: The university library can provide the most effective and comprehensive reading materials for college students, and further promote the value of the library, which can not only meet the unique purpose of promotion, but also improve the comprehensive quality of college students. Through strengthening the propaganda of reading literature, construct talent support, attract more people to come to read. By perfecting the construction of library mechanism, analyzing the reading data according to the reading situation, changing and perfecting the reading promotion work by comparing the dimensions of knowledge, participation and satisfaction, we can provide more effective reading services for college students. In this survey, the influence values of specific factors of grades 0-4 are used, indicating irrelevant, 1 indicating slight influence, 2 indicating ordinary influence, 3 indicating obvious influence, and 4 indicating sufficient influence, in order to reduce the great error caused by individual subjectivity in the evaluation. The results are rounded to the average of 600 students, and the statistical table is shown in Table 1.

Table 1. Effects of weak communication theory on college students' reading behavior from the perspective of psychology.

Factor	Lay a solid ideological foundation	Build talent support	Improve mechanism construction
College student	3	4	3
Undergraduate student	4	3	3
Graduate students	4	4	4

Conclusions: In order to realize the service function of "reading and educating people", to cultivate and improve the reading interest of college students, to guide the reading direction and to impart reading skills, a series of systematic and scientific services are carried out in college libraries. Among them, "college students" refers to those who have received college education but have not yet entered the society completely, including junior college students, undergraduates and graduate students; Here "reading" not only includes the practical and academic study, but also includes the study of improving self-cultivation; The essence of university library reading promotion is the embodiment of library educational function. The effect of reading promotion is reflected in the improvement of students' reading ability, the improvement of reading atmosphere on campus and the formation of students' reading habits.

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SUSTAINABLE DEVELOPMENT STRATEGIES OF AGRICULTURAL ECOTOURISM ECONOMY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: China's eco-tourism is in a period of rapid development, which has brought great convenience for human beings to better enter, contact and appreciate nature. At the same time, the vigorous development of eco-tourism has stimulated the great development of tourism economy and become a new growth point of China's economic development. Nowadays, tourism is gradually occupying a significant position in China's economic system. The development of ecotourism is not only conducive to improving the status of ecotourism. It is also conducive to attracting a large number of foreign tourists to China as a tourist destination, increase China's foreign exchange income. However, compared with foreign countries, China's eco-tourism development time is relatively short, in the development, management is still in the exploration stage, the development is not yet mature. From the management point of view, the development of scenic spots is of great importance, but at the same time, the management and maintenance of the late cannot be underestimated. In the whole process of tourism development, the lack of experience of developers and managers leads to the phenomena of loose management, lack of post setting and lack of execution. All these restrict the long-term development of ecotourism to a great extent. At the same time, developers and

managers lack the corresponding experience, and tourists are only keen to enjoy the nature, while ignoring the relationship between man and nature, resulting in pollution and damage to the environment. Obviously, the development of China's eco-tourism is still in the primary stage of development, and did not enter the deep stage of development. In the view of social psychology, it advocates the harmony between man and nature, guides the development of ecotourism in China with the thought of ecological economy, harmonizes the environment with development, and conforms to the general trend of the development of ecotourism.

Social psychology is not only a basic subject, but also an applied subject. On the one hand, social psychologists use scientific methods to study the basic psychological processes and laws such as self, attitude, decision-making, values, interpersonal relationships, group relationships, and group dynamics. On the other hand, the extensive application of the principles and research results of social psychology in the fields of public opinion, happiness and dignity, inter-group conflict and reconciliation, anti-corruption and social justice, social early warning, advertising and consumption have made important contributions to the sustainable development of society. Therefore, in the field of social psychology, scientific research and solving social problems have been organically integrated. The phenomenon of social psychology is very complicated, which involves both social culture and individual level. It involves both the consciousness level of group and individual and the unconsciousness level of group and individual. Therefore, social psychology does not exclude any existing psychological research methods, nor does it give a particular priority to a particular research method. On the contrary, it emphasizes the problem-centered methodology orientation and the mutual verification of multiple methods for the same research problem.

Objective: In the present stage of tourism development, China is gradually changing the concept of pollution treatment after the past. Through the theory of social psychology, we should cultivate the correct value orientation, carry out the view of sustainable development, discard the traditional behavior pattern, advocate the equal emphasis on development and protection, the equal emphasis on development and protection, guide the human practice with the ecological balance of nature, human beings and society as the starting point and the foothold, build a complete management system, and strengthen the enforcement and supervision, so as to guide the rational development of ecotourism in China.

Subjects and methods: In the ecotourism economic practice, because each subject pursues the different goal, there is certain conflict among the subjects. Developers only pay attention to how much revenue they can get. Tourists often only pay attention to the pleasant experience of their own body and mind, and seldom think of protecting the ecological environment. Therefore, from the perspective of social psychology, this paper focuses on the harmonious development of human and nature, the harmony of natural ecological relationship and social economic relationship, and the cultivation of ecological concept, so as to improve the mechanism of ecological ethics and morality and promote the sustainable development of agricultural eco-tourism economy.

Study design: Stratified cluster random sampling method was used to investigate 600 tourists. Randomly selected tourists of different places, different sexes, different ages of tourists to carry out a questionnaire survey, 600 questionnaires, 554 valid questionnaires were collected.

Methods: The influence of Excel statistical social psychology on the sustainable development of agricultural ecotourism economy.

Results: Analyze the economic, social and cultural development of the tourist destination, and make a scientific plan for the development of eco-tourism. Exchange and cooperation with internationally renowned eco-tourism certification bodies, and vigorously popularize and actively publicize eco-tourism certification knowledge. Actively coordinate the relationship between all parties, balance the interests of all parties, strengthen exchanges and cooperation between various departments, so as to achieve long-term development of eco-tourism. We should popularize the knowledge of ecotourism to the tourists through various effective ways so as to make them know more clearly about the problems that should be paid attention to in the process of ecotourism, so as to respect and protect the local residents' various customs more consciously and avoid damaging the local ecological environment and cultural customs.

In this survey, the influence values of specific factors are 0-4, which are irrelevant, 1, 2, average, 3, obvious and 4. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation values of 600 tourists are rounded off and the results are obtained. The specific statistical table is shown in Table 1.

Table 1. Effects of social psychology on sustainable development of agricultural ecotourism economy.

Factor	Harmonious development of man and nature	Harmonize the relationship between natural ecology and social economy	Cultivate ecological concepts
Tourists	4	4	4

Conclusions: From the perspective of social psychology, we should strengthen the publicity and

education of ecotourism in China, popularize knowledge about ecotourism to tourists through various effective ways, and make tourists more clearly understand the relevant issues that should be paid attention to in the process of ecotourism, so as to respect and protect local residents' various customs more consciously and avoid damage to local ecological environment and cultural customs. In a word, social psychology can effectively improve the sustainable development of agro-ecotourism economy, enhance tourists' eco-environmental awareness, establish ecological civilization concept, form good social atmosphere and value concept, and promote the sustainable development of ecotourism in China. Through social psychology, we can change the human-centered individualism mode of thinking, urge people to learn to respect and protect nature, use rationality and morality to undertake the social responsibility of protecting tourism resources and maintaining ecological balance in tourism development and construction and tourism activities, and promote the harmonious development between human and nature.

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PRACTICE ON THOUGHT AND POLITICS OF ENVIRONMENTAL PROFESSIONAL COURSES BASED ON PSYCHOLOGY ONLINE COLLABORATION PBL

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Background: Teaching mode is a relatively stable teaching structure and procedure to achieve a certain teaching goal. It can provide a relatively stable operating framework for specific teaching activities, and help improve teaching work and teaching quality. The Problem Based Learning (PBL) teaching mode differs from the traditional teaching mode in that it emphasizes learning in meaningful problem situations. Under the overall grasp and guidance of the teacher, students learn the knowledge and skills behind the problems by analyzing the real problems. In the PBL teaching model, the students are transformed from the receivers in the traditional teaching model into autonomous learners, collaborators and researchers, and the teachers are transformed from the center in the traditional teaching model into the providers of teaching resources, the organizers of teaching activities, the instructors of teaching process and the promoters of students' ability. Therefore, PBL teaching model can stimulate students' interest in learning, cultivate students' autonomous learning ability, and enhance students' thinking ability. According to the essence of ideological and political research and practical teaching of environmental specialty, it is educational, creative and practical. It takes students' main activities as its main form, stimulates students' active participation, thinking and exploration as its basic characteristics, and aims at promoting students' overall quality development. It is in high agreement with the PBL teaching mode.

Objective: Any learning is a process from perceptual to rational, and then from rational to practice. PBL teaching model requires the creation of the problem with practical operation, and can be linked with the actual life of students, so that students in solving their own problems in the process of the actual ability to be improved. Practice without theoretical guidance is blind, while theory without practical verification is empty. Theoretical knowledge and practical operation affect and restrict each other. PBL teaching mode emphasizes that the teaching content should be based on the reality of life, so that students can consolidate knowledge through their own understanding, and then use knowledge in practice. The traditional teaching mode takes teacher as the center, pays great attention to teacher's knowledge inculcation, student's main body status in the study is neglected. PBL teaching mode emphasizes the guiding role of teachers in teaching, stimulating students' interest in learning by creating problems and setting situations, attracting students' attention, enabling students to study flexibly, and effectively cultivating students' innovation ability. The cognitive law of students is from simple to complex, from phenomenon to essence. According to the cognitive law, PBL teaching mode requires that the difficulty coefficient should be moderate, and the annotation and interpretation of problems can not only reflect the knowledge points of the syllabus, but also improve the students' ability to solve practical problems.

Subjects and methods: Through the PBL teaching model, this paper analyzes the ideological and political research and practice of environmental professional courses, and studies the students' autonomous learning

ability, learning enthusiasm and team spirit.

Study design: Stratified cluster random sampling method was used to investigate 600 college students, undergraduates and postgraduates. Randomly selected 10 schools, different grades and gender of 300 students each to carry out a questionnaire survey, 600 questionnaires, 561 valid questionnaires were collected.

Methods: PBL teaching mode of Excel statistics is used to study and practice the ideology and politics of environmental professional courses.

Results: Psychology online collaboration PBL environmental professional courses thinking and research and practice, improve the ability of autonomous learning, so that students can be more active and active participation in the learning process. In practice, in order to complete the task of social investigation, students preview before class, think carefully in class and communicate after class, which not only develops ideas, but also arouses their enthusiasm for study and enriches their knowledge reserves. The PBL teaching mode is completed in the form of group discussion, and each student in the group must actively prepare and share the responsibility. In the process of communication and discussion, students can speak freely and fully express their views. Their sense of teamwork and ability of communication and expression are enhanced. The statistical table is shown in Table 1.

Table 1. Research and practice of PBL teaching mode on ideology and politics of environmental major courses.

Factor	Autonomous learning ability	Motivation to learn	Sense of teamwork
College student	3	4	3
Undergraduate student	4	3	3
Graduate students	4	4	4

In this survey, the influence values of specific factors of grades 0-4 are used, indicating irrelevant, 1 indicating slight influence, 2 indicating ordinary influence, 3 indicating obvious influence, and 4 indicating sufficient influence, in order to reduce the great error caused by individual subjectivity in the evaluation. The results are rounded to the average of 600 students.

Conclusions: Students are the main body of social development in the future. PBL teaching mode can effectively improve students' independent innovation ability, promote students' active learning awareness and improve teachers' teaching effect. PBL teaching mode improves students' ability to analyze and solve problems, places practical teaching on complex and meaningful problems, and pays attention to the students' subjective initiative in open teaching environment. Students through the discussion of the problem, the realization of the "learning" to "will learn" change, analysis and problem-solving capabilities have been improved. In the PBL teaching model, the teacher's main task is to design the problem, set the situation and guide the team, so the teacher's role is the facilitator of knowledge construction, the moderator of activities, the participants and the partners of students' discussion and dialogue. Students' main task is to explore independently and find out the answers, so the role of students is the learner, collaborator and inquirer, which can effectively promote the change of the roles of teachers and students.

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SECRETARY WORK PSYCHOLOGICAL PROBLEMS AND COUNTERMEASURES FROM THE PERSPECTIVE OF INNOVATIVE THINKING

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Background: Secretarial work is a kind of auxiliary work subordinated to the leadership, with the aim of "participating in government affairs, managing affairs and doing a good job of meeting affairs". In practical work, if secretaries cannot maintain a good psychological balance, it is easy to produce psychological imbalance, especially because of the cumbersome daily work of secretaries, prone to inferiority, anxiety, depression, forced and other psychological problems. The imbalance of secretaries' psychology will not only affect their physical and mental health, but also affect the implementation of leaders' decisions and the

development of their management. This is directly related to the implementation of leadership decisions, affect the quality of leadership and efficiency. Therefore, how to deal with the psychological imbalance of secretaries has become a common reality for secretaries and managers. It is of great theoretical value and practical significance to study the psychological imbalance of secretarial staff for leadership and management.

Objective: The logical starting point of the study is to define the concept of secretarial innovation ability. The innovative ability of secretaries is the ability to creatively implement the intention of leadership and provide the best service for the leadership. It is by the innovation consciousness, the innovation thought and so on many kinds of factors synthesis becomes, mainly displays in the following aspects. First, the ability to criticize old ideas and things. With the change of the times, old secretarial theories may restrict the development of secretarial work, so they should not become the fetters of the development of secretarial work. Second, they are quick to identify with new ideas and new things, discover the great value of new ideas and new things in a timely manner, and integrate them into their secretarial work. Thirdly, he is good at thinking independently. He does not depend on others blindly after his own thinking. Fourthly, he is good at synthesizing all kinds of information, and through the reorganization of information, he can establish new connections between information, find new methods and draw new conclusions. Fifth, the ability to explore the unknown areas of the forecast, and strive to adapt to changes in the development of the situation, the initiative to grasp the work. Sixth, the ability to deal with emergencies, calmly and calmly deal with complex situations. Therefore, in the study of the psychological state of secretarial work, but also need to be considered in innovative thinking.

Subjects and methods: Using the method of questionnaire and interview, 200 secretaries were selected to fill in the self-examination form of mental state symptoms, and 30 questions were designed to test the mental state of secretarial staff. Randomly selected 50 secretaries were interviewed for 30 to 90 minutes, mainly to understand the secretary's work content, work environment, work psychology and practical problems encountered in the work process. The results were analyzed by SPSS15. 0 and Excel.

Results: The results of questionnaire and interview show that the main psychological problems of secretaries are shown in Table 1.

Table 1. Statistical results of psychological problems.

Psychological problem	Inferiority complex	Anxiety	Depression	Coercion
Percentage of population	57%	46%	39%	82%

(1) Inferiority complex

Low self-esteem is a common psychological problem in secretarial work, mainly for lack of assertiveness, lack of initiative. Compared with leaders or managers, there is a big gap between them in terms of educational background, professional title and salary, which makes secretaries easy to feel inferior.

(2) Anxiety

Anxiety is a negative emotional state in which you are nervous and feel that misfortune is about to happen. The secretaries often work tediously and miscellaneously, they manage the affairs of schools or enterprises, large and small, and obey the multiple leadership of enterprises for a long time. This decided them to be in for a long time cautious, in the state of high tension, cause psychological tension anxiety.

(3) Depression

Depression is a negative emotional experience of sadness, sadness, or depression. For a long time, although the secretary in the front doing hard and tired work, but their status, treatment and their hard work is not directly proportional. In such a long-term working environment, they will lose interest in the work, confidence, and eventually produce pessimistic depression.

(4) Compulsion

Coercion is a psychological phenomenon in which you repeatedly verify a job because you are afraid of the negative consequences. Compulsion is manifested in obsessive ideas, emotions, intentions, actions and behaviors. Secretaries exhibit these compulsive symptoms to varying degrees.

Conclusions: Bad psychology is a negative emotional state, which is very disadvantageous to people's physical and mental health and work development, so secretaries need to learn to adjust themselves. Mainly including:

(1) Enhance the awareness of professional ethics and establish a sense of honor and pride. The secretary must not because of the post ordinary and belittle themselves, to really realize the significance of the secretary work and importance, establish a good sense of professional ethics.

(2) Improve their overall quality and constantly improve the level and efficiency of services. The secretary is both a server and a manager. Secretary must strengthen learning, improve their own quality, grasp the scientific and advanced management concepts and methods, in order to ensure that management

twice the result with half the effort.

(3) Cultivate good psychological quality and establish harmonious interpersonal relationship and atmosphere. Secretary involves a wide range of work, often dealing with superiors and subordinates, which requires the secretary in the work of training, maintain a good attitude, to maintain a positive and optimistic attitude.

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THE APPLICATION OF COGNITIVE PSYCHOLOGY IN ENGLISH GRAMMAR TEACHING IN COLLEGES AND UNIVERSITIES

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Background: Cognitive psychology in a broad sense is used to study human higher mental processes, especially cognitive processes, including attention, perception, representation, memory, creativity, speech and thinking. In the narrow sense, cognitive psychology is equivalent to contemporary information processing psychology, which studies cognitive process from the perspective of information processing. Different from behaviorist psychology, cognitive psychology studies internal mechanisms and processes that cannot be directly observed, such as memory processing, storage, extraction and memory changes. To study cognitive process from the perspective of information processing is the core of cognitive psychology, which is equivalent to information processing psychology. It regards human as an information processing system, and considers cognition as an information processing process, including the whole process of encoding, storing and extracting sensory input. Human cognition can be broken down into stages. Each stage is a unit that performs certain operations on the input information, and the reaction is the product of this series of stages and operations. The components of an information processing system are all related to each other in some way. Based on the above analysis, it can be concluded that cognitive psychology can be used to design relevant teaching process system in college English grammar teaching. With the progress and development of the society, the demand for English talents in various fields is also increasing, so it is very important to cultivate students' English application and communicative ability. Grammar is the foundation and necessary component of English subject, and English grammar teaching plays an important role.

This study mainly USES cognitive psychology analysis of psychological conditions of college teachers and students, teachers and students with attention in grammar learning process as the object, through mining the concentration distribution, transfer, characteristics such as long as the foundation, design the teaching process and management process, testing and evaluation, so as to improve the effect of college English grammar teaching from various angles.

Subjects and methods: In this paper, we study the process of college English grammar teaching from the viewpoints of both teachers and students, using the theory of cognitive psychology analysis of teachers and students in the process of learning grammar attention assignment, transfer, length and other characteristics, combined with the characteristics of the analysis results to design the teaching process, test and evaluation process management process, the teaching effect.

Study design: Research on college English grammar teaching can be divided into three parts of teaching, management, examination and evaluation, after creating the teaching process through the construction of teachers and students to understand the psychological classification model, using management process supervision and the related behaviors of teachers and students, and out of the classroom performance, task involvement, the teaching effect, grades, etc, to generate comprehensive evaluation results.

Methods of statistical analysis: After designing relevant teaching modules, management modules, and teaching effect detection and evaluation modules, the study puts them into practical application, and verifies the teaching effect of college English grammar teaching process with the application of cognitive psychology through a diachron-comparative experiment. A total of 300 students and 20 teachers were selected. These students were evenly divided into experimental group and control group, and teachers were equally divided into experimental group and control group. Among them, the experimental group applied cognitive psychology theory in the teaching process, while the control group did not apply cognitive psychology theory in the teaching process. Three times of evaluation data were randomly selected for analysis, and independent sample T-test was used. The two samples to be compared were required to be independent of each other and there was no pairing relationship. The confidence interval was set as 0.96, and the significance level was 0.05. Because the sample size was more than 50, the T value was 1.645.

Results: The relevant evaluation results of students and teachers in different groups are shown in Table

1 and Table 2:

Table 1. Test results of English grammar learning effect of different groups of students.

Test	Group	Average points/points	Value of *T*
First test	Experimental group	88.54	0.15
	Control group	88.08	
Second test	Experimental group	90.10	1.65
	Control group	88.84	
Third test	Experimental group	94.23	2.09
	Control group	90.06	

Table 2. Results of English grammar teaching effectiveness test for different groups of teachers.

Test	Group	Average points/points	Value of *T*
First test	Experimental group	93.54	1.66
	Control group	88.91	
Second test	Experimental group	95.10	1.73
	Control group	89.24	
Third test	Experimental group	98.05	1.95
	Control group	91.13	

As can be seen from Table 1, in the first test, the average score of the experimental group was slightly higher than that of the control group, but the T value was 0.15<1.645, indicating that there was no significant difference in English learning effect between the two groups in the first test. In the second test, the T value of the experimental group was 1.65>1.645, indicating that the results of the two groups were different. In the third test, the scores of the experimental group were significantly higher than those of the control group, indicating that the students in the experimental group had better grammar learning results.

Table 2 shows that in the three tests, the T value of the experimental group is always greater than 1.645, indicating that the average score of the experimental group teachers is always higher than that of the control group, indicating that the experimental group teachers have better grammar teaching effect.

To sum up, it is effective to apply cognitive psychology to English grammar teaching in colleges and universities, but the specific methods and application methods still need to be further studied.

Conclusions: Cognitive psychology attempts to unify all cognitive processes. It believes that cognitive phenomena such as attention, perception, memory and thinking are interwoven together, and understanding one group of phenomena helps explain another group of phenomena. Because of their interdependence, it is possible to discover a unified processing pattern of human cognitive processes. Because of this, the application of cognitive psychology to English grammar teaching in colleges and universities has produced effective results, which further expands the application scope of cognitive psychology.

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THE INFLUENCE MECHANISM OF E-COMMERCE USERS' DECISION-MAKING FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is an important branch of psychology, its purpose is to study people in the process of life consumption, in the daily buying behavior of psychological activities and personality psychological characteristics. Consumer psychology of learning content including psychological activity in the consumer, the consumer's personality psychological characteristics, the psychological factors affecting consumer behavior, consumer buying process of psychological activity, the social environment's influence on consumer psychology and consumption trend and consumption psychology, commodities and consumer psychology, marketing, communication and consumer psychology and so on. It can be said that any kind of consumption activity contains both consumer psychological activities and consumer behavior. Accurately

grasping consumer's psychological activities is the premise of accurately understanding consumer behavior. And consumption behavior is the external manifestation of consumption psychology, consumption behavior is more realistic than consumption psychology. In broad terms, consumer psychology in generation and development of marketing activities in the consumer psychological phenomenon and its law as the research object of disciplines, in particular its emphasis on the following aspects: consumer psychological phenomenon in the marketing activities, psychological phenomenon in the consumer buying behavior and the general rule of consumer psychological activity. Through the application of consumer psychology, relevant experts have developed marketing strategies including mantissa pricing strategy, fat pricing strategy, reputation pricing strategy and so on. With the further development of information technology, e-commerce has gradually become one of the main ways of marketing. Studying the decision-making influence mechanism of e-commerce users is more conducive to analyzing consumers' consumption habits and psychology, which is of great significance for improving the effect of e-commerce marketing.

This study aims to judge consumers' purchasing intention, consumer trust and consumer support in e-commerce transactions through the analysis of consumer psychology, and to influence the decision-making results by studying the psychological change trend of consumers in the process of e-commerce shopping.

Subjects and methods: The research environment of this paper is e-commerce transaction environment, through the analysis of consumers' purchase intention, consumer trust and consumer support in e-commerce transaction to judge the trend of consumer psychological changes, and the application of this in the process of e-commerce marketing, so as to achieve the purpose of stimulating consumption.

Study design: In this study, consumers' purchase intention, consumer trust and consumer support are taken as analysis factors to judge the trend of psychological change of consumers, and then the trend of psychological change is taken as a moderating variable to influence the decision-making behavior of e-commerce users.

Methods of statistical analysis: This study on the analysis of electricity consumers purchase intention, consumers trust and support, after the introduction of the theory of consumer psychology, to consumers in the process of trading psychology change trend as a moderator variable, by adjusting the product price, brand effect and so on to stimulate the consumer decision making, and to participate in the consumer and the electricity marketing mode are analyzed. The 300 e-commerce consumers were divided into three groups on average, which were positive group, negative group and consumer psychology control group in order to test consumers' purchase intention, consumer trust and consumer support. The standard value of consumer buying intention, consumer trust and consumer support is 0.617, 0.841 and 0.853 respectively.

Results: Variance analysis was used to test the significant differences between the positive group, the negative group and the consumer psychology control group in the three aspects of consumers' purchase intention, consumer trust and consumer support. The results are shown in Table 1.

Table 1. Factor effect test results.

Factors	Group	Descriptive statistical results			Analysis of variance	
		The mean	The standard deviation	Number of samples / pieces	Value of F	Value of P
Consumer purchase intention	Active group	4.88	1.225	100	17.058	0.0007
	Negative group	3.63	1.963	100		
	Consumer psychology control group	3.46	1.970	100		
Consumer trust	Active group	2.59	0.220	100	0.700	0.0076
	Negative group	2.56	0.869	100		
	Consumer psychology control group	2.37	0.810	100		
Consumer support	Active group	4.85	1.178	100	0.417	0.0035
	Negative group	4.81	1.043	100		
	Consumer psychology control group	4.98	0.657	100		

Analysis results are shown in table 1 shows that under the environment of electricity, positive group and negative group and control group of consumers' purchase intention of mental consumption and consumers trust and support exists significant difference ($P < 0.01$), the results show that based on the analysis of consumer psychology to take corresponding measures to influence consumer purchase intention.

To sum up, the application of consumer psychology theory to the influence of e-commerce users'

decision-making can effectively make e-commerce marketing develop towards a benign trend, stimulate consumers' positive shopping mood, and increase the consumption amount. In other words, it is effective to use the theory of consumer psychology to study the decision-making process of e-commerce users.

Conclusions: Is the birth of the consumption psychology and consumption psychology, economics and other branch has generated "blood relationship", and is largely psychological science theory in the empirical study, continuously to the consumer research field penetration, and the social economic and cultural issues related to consumption is not caused by reaction in applied psychology. Research consumer psychology, for consumers can improve consumption efficiency, and for operators can improve management efficiency. Therefore, it is not difficult to see that consumer psychology has a broad application prospect, and its application in the e-commerce marketing industry can effectively stimulate consumers to make positive decisions.

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NEW WAYS OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION UNDER THE ENVIRONMENT OF NETWORK NEW MEDIA

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Background: With the continuous improvement of information level, intelligent devices have also been widely popularized. At present, almost all college students have a smart phone per capita. We can understand the Internet anytime and anywhere and obtain relevant information on the network. With the continuous improvement of new media technology, people can not only obtain information quickly and conveniently through intelligent devices, but also manufacture and disseminate information through intelligent devices. This not only greatly promotes the communication between people, but also innovates ideas and models for the development of College Students' education. College students are in a period of gradually mature ideas and rich psychological activities. At the same time, diversified campus activities and more in-depth social participation will also have a certain impact on College Students' psychology.

Subjects and methods: As a component of young groups, college students have both common social characteristics and special forms. Through the research on the relationship and influence between new media and college students, this paper tries to explore the new ideas of College Students' mental health education under the new media environment.

Study design: This paper studies the new ideas of College Students' mental health education under the new media environment from the following aspects: some students do not correctly understand their own value, produce inferiority complex, some students are limited to their own world and cannot integrate into the new environment, some students accept bad information, and the distortion of ideological values.

Methods of statistical analysis: Facing the new situation, the college mental health education model under the new media environment needs to be updated. It is one-sided to rely only on the traditional mental health education model. Therefore, according to the new characteristics of the development of new media, this study will actively explore new ways of thinking, new educational carriers and methods of mental health education, so as to make a beneficial exploration for college mental health education in the new media era.

Results: According to the data survey results, 52.7% of college students believe that their communication with teachers and students has been enhanced in the new media environment. If the school opens official microblog, WeChat or other social networking sites and forums to carry out mental health education activities and provide services, 63.8% of the students will pay attention. At the same time, compared with traditional media, 48.5% of students are willing to use new media for psychological discussion with people. These data show that new media has brought great opportunities for mental health education of college students, as shown in Table 1.

47.3% of college students believe that the school does not pay attention to the use of new media for mental health education, and the use of new media is insufficient. 37.8% of college students thought that the school only occasionally opened new media forms such as official website, microblog, WeChat and forum to carry out college students' mental health education. It shows that new media, as an effective way to carry out mental health education in colleges and universities, has insufficient application of new media technology and insufficient attention in colleges and universities, as shown in Table 2.

Table 1. Current situation of College Students' mental health education under the new media environment.

Subject	Option	Percentage/%
How do you feel about your communication with teachers and students in the new media environment?	A. communication enhancement	52.7
	B. weak communication	13.7
	C changed little	28.9
	D no change	4.8
Will you pay attention if the school opens official microblog, WeChat or other social networking sites to carry out students' mental health education activities and provide services?	A strong concern	9.7
	B will pay attention	63.8
	C it doesn't matter	15.4
	D won't pay attention	11.1
Compared with traditional media, are you willing to use new media for psychological discussion with people?	A is unwilling to discuss with others	13.1
	B willing to discuss with others	48.5
	C don't know how to explore	27.3
	D didn't expect to discuss it with others	11.1

At present, there are a variety of new media platforms developed in the market, and many fashionable new media platforms have also been favored by student users. Students explore the ways of College Students' mental health education in the new media environment. In the new media environment, campus cultural activities have added some new forms. Classroom teaching is an important form of mental health education, but the traditional model of preaching cannot meet the needs of students. Students in the period of psychological development have some rebellious thoughts, which will produce an instinctive rebellious psychology to the teachers' earnest teaching. Therefore, teachers should make use of the current new media environment and improve the sense of hierarchy of mental health teaching through some advanced technical means. Campus cultural activities are a very important form of extracurricular education in higher vocational colleges. In the new media environment, campus cultural activities have added some new forms. Teachers can popularize knowledge related to mental health by carrying out online campus cultural activities. Online campus cultural activities have great advantages and are basically not limited by time and region. Not only students of our school can participate, but also students of other schools can be invited to participate through the relationship between classmates and alumni.

Table 2. Current situation of school education concept.

Subject	Option	Percentage/%
Schools do not pay attention to the use of new media for mental health education, and the use of new media is insufficient	A very much	17.4
	B agree	47.3
	C disagree	25.3
	D very disagree	9.9
Does the university open new media forms such as official website, microblog, WeChat and forum to carry out college students' mental health education?	An often	14.3
	B General	36.8
	C occasionally	37.8
	D not often	11.1

Conclusions: In the new media environment, college students' mental health problems are emerging. This phenomenon cannot be simply attributed to the progress of new media technology. Teachers should see the positive side of new media technology on social development and talent training, constantly learn new media skills, and be able to carry out more effective and in-depth mental health education for students through new media.

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EVALUATION METHODS OF EMPLOYEE MENTAL HEALTH STATUS IN EXPRESSWAY INDUSTRY

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Background: In recent years, with the enhancement of service awareness in the expressway industry and the continuous evolution and improvement of the toll situation, in the face of the special nature of expressway construction and toll work, employees in the expressway industry will more or less experience psychological tension, confusion, depression, and depression. And other bad mental states, the resulting problems such as reduced efficiency, increased accidents, and increased costs have gradually emerged. Therefore, how to relieve people 's ideological and psychological pressure, promote people 's mental health, realize people 's physical and mental harmony, and help highway industry workers to correctly face various pressures and do their ideological and political work is worthy of our attention and research. problem. At present, most domestic mental health assessments are done by existing mental health assessment tools. Many psychologists use existing mental health assessment tools to analyze and research people 's mental health. Mental health assessment tools will be updated and improved according to the mental health of people in different periods to make the assessment results more accurate. With the rapid development of the Internet today, big data, cloud computing and other information technologies have been integrated into all aspects of people 's lives. People generate large amounts of data every day, and data has changed from a simple processing object to a basic one. resource. If people want to obtain the knowledge and wisdom contained in the data, they need to dig out the hidden information behind the data, so visual analysis emerges as a new analysis method. Visual analysis provides fast, testable and understandable assessments, and can explore unknown content and detect expected information.

Subjects and methods: This study elaborated the significance of the application of visual analysis technology in the mental health assessment of expressway employees and the related methods used, and used a combination of multiple visualization views to evaluate the mental health of expressway employees. Carry out analysis and propose a new method to evaluate the mental health of expressway employees by means of visual analysis.

Study design: The concept of applying visual analysis technology to the mental health assessment of highway employees. The difficulty of mental health assessment is that people cannot perform self-assessment of their mental health in a timely manner to understand their mental health; the point is to help users understand their mental health in a timely manner and discover potential mental health problems that users have. By studying the application of visual analysis technology in emotional psychology and mental health, this study uses visual analysis technology to analyze the mental health assessment data of highway employees, helping highway employees to understand themselves in the most intuitive way Of mental health, discovering their potential mental health problems.

Methods of statistical analysis: For the evaluation of mental health problems, mental health assessment tools are generally used. At present, the commonly used mental health assessment tools in China are mainly divided into: single symptom questionnaire, comprehensive mental health scale and mental health assessment system. Most of these mental health evaluation tools measure mental health in the form of scales. Through the study and study of the mental health assessment scale, it is finally determined to use the S CL-90 symptom self-rating scale as the mental health assessment of the system. surface.

Results: The results of the SCL-90 symptom self-rating scale are divided into the analysis of the total scores of highway employees, each factor, and individual items with "symptoms". The specific explanations of each result item are shown in the table below. Among them, the average score of each factor of the 10 factors can reflect the mental health of the expressway employee in 10 aspects. The expressway employee can also understand the distribution of their total score through the factor average.

In actual testing, the results of the SCL-90 Symptom Self-Rating Scale are usually compared and analyzed with the norms that scholars have developed. This article uses the standard norms used by the school psychological counseling studio to evaluate the test results. Table 2 is the standard norm used by the system in the evaluation and analysis of the results of the SCL-90 symptom self-rating scale.

Conclusions: This research explores the way of visual analysis to analyze the mental health data of highway employees. Through the storage and analysis of the SCL-90 symptom self-rating scale data, to understand the mental health of highway employees, and according to the highway employees Different feedback suggestions are proposed. Visual analysis of mental health data can help expressway employees to understand their mental health and discover their main and potential mental health problems.

Table 1. Explanation of each evaluation result item of SCL-90 symptom self-rating scale.

Result item	Interpretation of results
Total symptom index	Reflect the overall mental health of highway employees
Number of positive items	Reflect how many items of expressway employees feel "symptomatic"
Number of negative items	Reflect how many items of expressway employees feel "asymptomatic"
Positive symptoms are evenly divided	What is the degree of "symptomatic" items felt by highway employees
All factors are equally divided	Reflect the mental health of highway employees in 10 aspects

Table 2. Reference norm of SCL-90 symptom self-rating scale.

Factor item	Norm	Factor item	Norm
Somatization	1.37±0.48	Fear	1.23±0.41
Obsessive-compulsive symptoms	1.62±0.58	Paranoid	1.43±0.57
Interpersonal sensitivity	1.65±0.51	Neuropathic	1.29±0.42
Depression	1.50±0.59	Total score	129.96±38.76
Anxiety	1.39±0.43	Total average score	1.44±0.43
Hostility	1.48±0.56	Symptoms are evenly divided	2.60±0.59

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APPLICATION OF COGNITIVE PSYCHOLOGY IN ENGLISH TRANSLATION TEACHING

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Background: Cognitive psychology is a subject arising from the activity process of studying human psychological phenomena. However, the development of cognitive psychology has experienced a long process. There are various problems in previous psychology, which is difficult to solve the complex cognitive psychological activities in human mind. However, the research of human cognitive psychology can just solve some problems caused by cognitive activities. Therefore, the development of a new psychology is the general trend. In this situation and demand, cognitive psychology came into being. The main research object of cognitive psychology is the cognitive process of internal psychology, such as perception, memory, language and thinking expansion.

Many scholars combine this psychology with practical teaching application. Its main purpose is to innovate teachers' teaching skills and educational ideas. While teachers obtain the transformation of teaching ideas and the improvement of professional ability, they will also play a vital role in the cultivation of students' English translation ability and the improvement of students' overall quality, The significance of the application of cognitive psychology in English translation teaching will also be fully reflected. His thoughts, viewpoints and theories in the field of education and teaching also have a very important enlightenment to the reform of College English translation teaching.

This paper analyzes the application of cognitive psychology in English translation teaching. To understand the influence of the combination of the two on teaching and the promotion of the teaching concept of cognitive psychology on the teaching mode, teaching methods and means of College English translation, which has guiding significance for the theory and practice of teaching effect evaluation and teaching management.

Subjects and methods: This paper mainly takes the teachers and students of a university as the research object, and analyzes the feedback of teachers and students by combining the method of actual case analysis. Through the reflection and analysis of the case, the results are summarized, and other influencing factors are ignored. It makes the theory of the combination of cognitive psychology and English translation teaching more convincing.

Study design: This paper mainly analyzes the case of freshman teachers and students in Colleges and universities.

(1) Teaching content

This course selects the first section of Freshman English translation "what does the University expect

you to do?" as the research content. This course is mainly to put forward their own views and expectations for freshmen who have just entered the University. Students can understand it in combination with the mood at the moment, fully grasp the law and learn to use it flexibly.

(2) Teaching objectives

Let students treat the English translation course from a subjective point of view and be interested in the course content;

Have a preliminary understanding of English translation course from the psychological aspect, and guide their own exploration direction;

Flexible use, deepen students' strong cognitive thinking and improve their innovation ability.

(3) Teaching preparation

Textbooks, teaching programs and space for students to play freely

(4) Teaching focus

Make use of cognitive psychology to grasp the English translation course and use it freely.

(5) Teaching difficulties

Students' autonomy needs to be mobilized, and teachers need to make in-depth observation of students.

Methods of statistical analysis: "I'm glad to meet you for the first time." the English teacher wrote these seven big words on the blackboard, followed by English: "nice to meet you". The students are in good condition in class and answer the teacher in English: "nice to meet you, too". The next step is to let students introduce themselves in Chinese and English to improve the understanding between teachers and students.

After the self-introduction, the teacher will introduce the precautions in class and the general content of the textbook. Officially enter the course theme "what does the University expect you to do?"

According to this theme, the teacher did not directly translate books, but first let the students give free play to their imagination, carry out English translation around this theme in combination with their own actual situation, and invite each student to give a speech on the podium. Through this form, we can deepen students' impression, make the classroom livelier and students more interested.

In the process of textbook English translation, the teacher interprets the article translation in the form of questions.

Such as: what aspects does the article elaborate on college life? Is college life based on learning or practice? What is the difference between college life and junior and senior high school learning?

The form of answer is chosen by students themselves. They can choose to ask questions and answer each other at the same table, or write them down in the form of report to the teacher, or courageous students can answer directly on the podium. The form selected by the above students reflects the psychological aspects of students.

According to the above case analysis, a random survey was conducted among the college students to further understand their views on the application of cognitive psychology in Chinese-English translation teaching, and the following data were obtained.

Table 1. Analysis of survey proportion of college students.

Answer problem	Yes/%	No/%	Invalid answer/%
Is cognitive psychology important?	67	23	10
Do you accept the teaching method of integrated psychology?	74	11	15
Is cognitive psychology helpful to Chinese-English translation courses?	71	15	14

Results: On the basis of practical research, this paper shows how to apply the concept and thought based on cognitive psychology to guide teaching in practical teaching practice with the above practical teaching case "what does the University expect you to do?" and other related teaching design, case analysis and reflection. The demonstration of the case provides important ideas and problem-solving methods for how to better practice the application of cognitive psychology to English translation teaching. Combined with the analysis of College Students' views, this paper reflects the importance of cognitive psychology in the application of Chinese-English translation teaching.

Conclusions: English translation course itself is a process of in-depth language learning. Teachers must take the cognitive law in students' minds as the premise. Create external conditions that can arouse students' efforts to engage in psychological activities such as thinking, memory and learning desire. Stimulate their thinking flexibility and independent interaction, and improve students' enthusiasm to participate in interaction; So that they can feel fun in the activities of using language for communication, which can greatly stimulate students' enthusiasm, give full play to their initiative and creativity, and improve the quality of English teaching.

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SELF-REGULATION OF PHYSICAL EXERCISE ON MENTAL STATUS OF PATIENTS WITH DEPRESSION

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Background: According to the survey, more than 40 million people in China have suffered from depression. The traditional treatment of depression mainly includes drug therapy and psychotherapy. With the progress of science and technology, there are various physical therapy methods such as improved electroconvulsive therapy and repeated transcranial magnetic stimulation. Because the above treatment methods are usually expensive, time-consuming and laborious, many people do not get timely and effective treatment. In addition, because people often regard depression as a manifestation of mental abnormality, most patients with depression refuse to admit that they are patients with mental illness and refuse to see a doctor. The high treatment cost of psychological, physical therapy and some drug treatment often makes the middle and low-class patients with depression afraid, and the various side effects or sequelae of cheap drug treatment make them hard to say, resulting in some patients receiving treatment with unsatisfactory effect or giving up treatment directly. Therefore, it is of great value to explore a treatment that can be applied to the vast majority of patients with depression. Physical exercise to alleviate depressive symptoms is an important part of the psychological benefits of exercise. However, previous studies have adopted inconsistent methods, and the exercise intervention items, time and intensity are also different.

Subjects and methods: The object of this study is the psychological path that sports promote the development of teenagers' mental health quality. The subjects are young students.

Study design: By means of data investigation, this paper constructs a psychological path for sports to promote the development of teenagers' mental health quality.

Methods of statistical analysis: Using the methods of literature and logical analysis, this paper explores the relationship between physical exercise and depression. As a direct means to promote health, physical exercise is an effective way to prevent, slow down and treat depression.

Results: 120 college students with moderate and mild depression were randomly divided into experimental group and control group. The experimental group was divided into antagonistic sports group and non-antagonistic sports group, with 40 people in each group; The depression level and exercise volume of 40 people in the control group were measured before the experiment and 3 months after the experiment. 120 questionnaires were distributed before and after the experiment, and 104 valid questionnaires were obtained after 3 months (39 in the control group, 34 in the antagonistic sports group and 31 in the non-antagonistic Sports Group), with an effective rate of 86%. Due to the loss of subjects, major changes and other reasons, 16 questionnaires were invalid. The composition of the subjects is shown in Table 1.

Table 1. Background information of subjects in this study (person).

Grade freshman	Gender		Place of origin		Major			Only child			Total
	Male	Female	Town	Countryside	Literature and history	Science and Engineering	Pharmacy	Yes	No		Total
Sophomore	11	19	10	20	4	6	20	6	24	30
Junior	12	30	16	26	2	20	20	8	34	42
Senior	4	24	8	20	2	15	11	7	21	28
Total	1	3	3	1	0	0	4	3	1	4
Grade	28	78	37	76	8	41	55	24	80	104

The results of intervention effect of physical exercise on depressed college students are shown in Table 2. The one-way ANOVA showed that there was no significant difference in the depression level of the three groups before the experiment. The depression level of the subjects belonged to mild and moderate levels (the total SDS score of the control group was 50.71±5.68, the total SDS score of the experimental group was

52.09±9.31, and the total 2sds score of the experimental group was 50.35±7.72), and the depression level was in the same state before the experiment.

After 12 weeks of physical exercise, the results of repeated measurement analysis of variance showed that the intra group time course factors had a significant effect on the changes of SDS total score, psychoaffective disorder, somatic disorder, psychomotor disorder and depression ($P < 0.05$); The interaction between sports intervention means and time course factors was significant ($P < 0.05$); At the same time, the results of analysis of variance of inter group effects showed that sports intervention had significant differences in the changes of SDS total score, psychoaffective state, somatic disorder, psychomotor disorder and psychological disorder of depression among the three groups ($P < 0.05$). Further through post hoc comparison, it was found that the total score of SDS, psycho affective state, somatic disorder Compared with the control group, psychomotor disorder and depression decreased significantly ($P < 0.05$), and the degree of decrease in experimental group 1 was more obvious than that in experimental group 2 ($P < 0.05$).

Table 2. Analysis of variance of repeated measurement of depression level in different groups before and after the experiment $\overline{X} \pm SD$.

	Control group		Experimental group 1		Experimental group 2		P
	Before experiment	After test	Before experiment	After test	Before experiment	After test	
SDS	50.71±5.68	49.01±2.91	52.09±9.31	30.25±5.16	50.35±7.72	34.21±4.46	<0.05
A	4.66±1.26	4.92±1.26	4.29±1.46	2.22±0.49	4.55±1.13	2.88±1.01	<0.05
B	19.02±2.76	18.10±2.07	19.41±5.42	11.87±2.22	18.71±4.81	13.29±2.50	<0.05
C	5.58±0.88	5.30±1.19	5.51±1.41	3.01±1.36	5.20±1.12	3.58±1.37	<0.05
D	21.43±3.06	17.79±2.36	22.87±3.93	11.48±2.71	21.88±3.37	12.73±2.8	<0.05

Conclusions: The danger of depression has quietly approached each of us, and its harm is obvious to all. Based on the literature at home and abroad, it is found that physical exercise can prevent, slow down and treat depression. Therefore, it can be said that actively participating in physical exercise can not only promote physical health, but also protect human mental health. People with depression or who have developed depression should choose their favorite physical exercise items and keep physical exercise 3-5 times a week for 40 - 90min each time. Future research should explore the interaction between physical exercise and other health resources (such as psychological resilience, self-esteem, subjective well-being, social support, etc.) to inhibit depression, so as to make physical exercise play a better effect.

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INNOVATION OF CHINESE-ENGLISH TRANSLATION TEACHING MODEL FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: When carrying out the Chinese-English translation teaching model from the perspective of psychology, we need to focus on students' psychological and learning needs to improve students' interest in English. Facts have proved that the environment has a great impact on students' learning behavior. Creating a positive learning environment and teaching atmosphere will help to improve students' desire for active exploration of English. In recent years, with the vigorous development of education in China, although the teaching of Chinese-English translation has been deepened, there are still many problems, such as poor students' overall English foundation, unclear English learning objectives and lack of confidence in English learning; The Chinese English translation curriculum system is imperfect, the teaching mode and teaching method are single, the teaching content is monotonous, the teaching task is heavy, the teaching resources are short, and the teachers' self-efficacy is low. The research from the perspective of psychology sublimates a new theoretical basis through the combination of marginal disciplines, which is expected to become a breakthrough in the study of Chinese-English translation, form a new translation theoretical system, and raise the specific translation skills to the height of theory. Based on students' development, cultivate

positive personality, and make innovative research on the teaching model of Chinese-English translation. In order to meet the needs of the development of the situation, we must adjust and improve the teaching mode of Chinese-English translation, innovate ideas, establish students' confidence in learning Chinese-English translation and improve the practical application ability of Chinese-English translation.

This paper studies the process of Chinese-English translation from the perspective of psychology, tries to make up for the lack of too abstract research at the philosophical level and too specific research at the linguistic level, and tries to build a new theoretical system of Chinese-English translation teaching.

Subjects and methods: This paper mainly takes college students in a university in Shanghai as the research object to explore college students' suggestions and views on the innovation of Chinese-English translation teaching model. Literature research and interview were used to explore. This paper focuses on the interview of some teachers and students on College Chinese-English translation teaching.

Study design: This study focuses on the current Chinese-English translation teaching model for most college teachers and students in Shanghai, and randomly selects college teachers and college students as the objects of interview. Structural interview aims to analyze the current situation and existing problems of College English translation teaching through the interview outline prepared in advance, and then analyze what factors affect the quality of College English translation teaching.

Methods of statistical analysis: The interview is divided into teacher interview and student interview. This study randomly selected 100 teachers engaged in College English Teaching for interview. The content of the interview is mainly to understand the teachers' views and suggestions on the teaching model of Chinese-English translation, and conduct the interview from the aspects of teaching content, teaching methods, student foundation and student attitude. In order to quickly enter the interview state, the interview questions need to be displayed in advance and recorded in the interview process. The results of the interview were statistically analyzed.

Results: The following table data are obtained from the teacher interview.

Table 1. Teacher interview results.

Interview content	Total number of visitors	Number of teachers	Proportion/%
content of courses		19	19
Teaching methods	100	34	34
Student foundation		26	26
Student attitude		21	21

Through interviews with 100 teachers and analysis of the influence of the above aspects on Chinese-English translation, teachers attribute most of the reasons to teaching methods. Based on the analysis of the above views from the perspective of psychology, colleges and universities should improve teaching methods, improve the evaluation system of Chinese-English translation teaching, and carry out comprehensive and objective evaluation of students, so as to find the existing problems and make students full of confidence. Encourage and praise the students who have made great progress, be patient with the students who have problems, pay attention to the tone, don't be too harsh, and don't attack the students' self-esteem. It helps to improve the innovative development of teaching mode.

According to the above interview contents, 100 college students were also interviewed, and the interview results are roughly the same as the above analysis. This further shows that the improvement of teaching methods is the key to educational innovation.

Conclusions: The innovative model of Chinese-English translation teaching in colleges and universities needs to establish the psychological concept of teacher oriented and incentive evaluation, pay more attention to process evaluation and developmental evaluation, establish an evaluation system combining formative evaluation and summative evaluation, and use polar psychology to improve the reform efficiency and teaching quality.

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AN ANALYSIS OF THE APPLICATION STATUS OF HUMANISTIC PSYCHOLOGY IN

COLLEGE ENGLISH EDUCATION

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Background: With the vigorous development of my country's education, a large number of outstanding talents have been delivered to the society. Under the current globalization background, the competition of various countries in the world has gradually turned into the soft power of talents, which puts forward higher requirements for my country's education. English is an indispensable subject in our country's curriculum system, and at the same time as the universal language of the world, it is particularly important to learn English well and cultivate a group of higher-quality English talents. Through long-term practical research, teachers realized that in addition to in-depth study of the content of textbooks in English teaching, the content of humanistic psychology should also be used. It can be said that in the context of the current era, the integration of English teaching and humanistic psychology has become a general trend. While imparting English knowledge, more attention should be paid to the analysis of students' psychological activities and targeted teaching activities to improve teaching effectiveness. From this point of view, it is very necessary to strengthen the application of humanistic psychology in English teaching, and it has certain reference value for subsequent theoretical research and practical work. Therefore, this article mainly analyzes the application of humanistic psychology in English teaching, combined with the actual situation, objectively expounds the importance of the application of humanistic psychology.

Subjects and methods: Taking the freshman and sophomore students of a university as the research object, a total of 100 students were selected and divided into two groups, one was the experimental group with 50 people, and the other was the control group with 50 people. For the experimental group, add humanistic psychology related content to the English teaching, and then for the control group, the traditional teaching mode was carried out for one month of teaching, and the teaching effects of the two groups were compared.

Study design: Taking unit 7 "emergency" in Volume 1 of the new comprehensive course of College English as an example, in addition to the emergencies introduced in the text, teachers can also teach students the names of emergencies and their related common expressions, such as describing a traffic accident. In this task activity, some students talked about their own traffic accidents, and the tragic description shocked more students; Some students described their grief of losing friends and relatives in traffic accidents, which also gave all students a new understanding of life and life; Other students talked about many floods in China and the spirit of unity and cooperation among people embodied in natural disasters. In addition, the teacher designed 15 ~ 20 multiple-choice questions, which involve the safety knowledge that should be possessed when dealing with various emergencies and disasters. The specific rules of student activities are: Group answering; Each group of respondents must rotate; One point for each question, plus points for correct answer and minus points for wrong answer; If the group that has the right to answer the question cannot give the answer within 3 seconds, the other group can answer the question again, and the wrong question can also be answered again. These activities stimulate students' learning motivation and interest, guide students to study independently and achieve good learning results.

Methods of statistical analysis: Obtain the average scores of students in listening, speaking, reading and writing, and then use SPSS22.0 to analyze the difference between the result data and get the teaching effect of the experimental group and the control group.

Results: Table 1 shows the comparison results of the teaching effect between the experimental group and the control group after one month of testing.

Table 1. Comparison of the teaching effect between the experimental group and the control group.

Comparison index	Test group	Control group	P test
Hear	87.5	79.2	0.034
Say	73.3	69.3	0.040
Read	78.1	73.0	0.035
Write	90.1	82.3	0.039

Analysis of Table 1 shows that $P < 0.05$ indicates that the teaching effect of the experimental group and the control group is significantly different, which is statistically significant. It can be seen that the introduction of humanistic psychology into college English teaching is helpful to improve students' English learning effect. The learning results of students in the experimental group in listening, speaking, reading and writing are better than those in the control group, indicating that humanistic psychology is conducive

to improving the effect of English teaching. Humanistic psychology theory has a good theoretical guiding role for English teachers' teaching practice. As teachers, they should have this knowledge, so as to make English classroom teaching more effective, give full play to students' learning ability and promote students' learning.

Conclusions: Humanistic psychologists advocate the learner centered position. Teachers stimulate students' interest in learning through reasonable teaching methods, help students develop good learning habits, and improve their logical thinking ability, problem discovery, problem analysis and problem-solving ability through continuous analysis, induction and summary. At the same time, students' learning behavior is positive and meaningful, integrate new and old knowledge, and constantly improve learners' knowledge structure. Whether students can learn new knowledge is affected by the interaction of old and new knowledge, which not only obtains significance in the process of learning new knowledge, but also obtains new significance after the repair of old knowledge. This reason is widely used in the current English reading teaching because of its unique advantages. Mastering the rules of article structure plays a very important role in cultivating students' English learning ability.

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THE IDEOLOGICAL IMPACT IN MODERN AND CONTEMPORARY CHINESE LITERATURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY-TAKING "ONE MAN'S WAR" AS AN EXAMPLE

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Background: The relationship between literature and psychology has a long history. In the course of history, they have penetrated and developed with each other. As Franklin said: "The history of literature, in its deepest sense, is a kind of psychology, which studies the human soul and is the history of the soul." Because no matter which country's literary works, novels or dramas are depictions of people, they express people's thoughts and feelings, thus revealing the true conditions of people's hearts at a certain historical stage. The influence of psychology on literature is self-evident, which includes both literary works and writers' creation, as well as literary criticism and literary theory. Especially in the 20th century, literature has shown a trend of "innerization", and various literary criticisms and theoretical winds are surging. Since the reform and opening up, the impact of Western culture on our traditional culture has become a reality. Any huge changes in reality will be reflected in people's psychology, and this psychology will in turn affect reality. Social psychology theory is a theory developed after many years of vicissitudes. Its influence is extremely far-reaching both in the West and in China. It is constantly infiltrating and influencing from the field of psychology to other fields, such as philosophy, religion, literature, etc. In the field of literature, the analysis of social psychology mainly exerts influence from two aspects: one is the influence on literary creation, and the other is the influence on literary criticism. Against the above background, this article aims to explain the development status of modern and contemporary Chinese literature from the perspective of social psychology.

Subjects and methods: Although there are many branches of psychology, social psychology is the closest branch to literature. One of the reasons is that social psychology explains its various psychological theories through a large number of literary works. Under this influence, some pure literary critics begin to use some new psychological theories to explain literary works. Therefore, this article takes "One Man's War" as an example to analyze the ideological impact in Chinese modern and contemporary literature from the perspective of social psychology.

Study design: Twenty subjects were selected for literary appreciation of "One Man's War", among them, 10 people were divided into two groups, one was the experimental group, and the other was the control group. The subjects in the experimental group penetrated the content of social psychology in the work appreciation, while the control group did not involve the content of social psychology. By analyzing the appreciative results of the two groups of subjects, the impact of social psychology's thoughts can be obtained.

Methods of statistical analysis: Use MATLAB software to sort and analyze the test results to ensure the validity of the results.

Results: The comparison results between the experimental group and the control group are shown in Table 1.

Table 1. Comparison results of experimental group and control group.

Index	Test group	Control group
Can deeply explore and analyze the deep and secret psychological state of the characters	√	×
Can analyze the influence of original ecological family on the formation of children's psychological character	√	×
Can explore the narcissistic characteristics of women's deep psychological space	√	√
Can explore the characteristics of self-abuse in women's deep psychological space	√	×
Can explore the closed characteristics of women's deep psychological space	√	×

According to the results in Table 1, the experimental group can deeply excavate the deep and secret psychological state of the characters in one's war and the narcissistic, masochistic and closed characteristics of women's deep psychological space, while the control group can only effectively excavate the narcissistic characteristics of women's deep psychological space. Through the above comparison, it can be seen that the experimental group can deeply analyze the psychological characteristics contained in literary works. This is because under the influence of social psychology, readers have the acceptance effect of resonating with the works, purifying their hearts and understanding the true meaning of life due to the emotional induction of the works and their own psychological expectations. As a special spiritual phenomenon, literature contains complex psychological activities in creation and acceptance activities. Under the influence of social psychology, readers can understand the psychological connotation of literary activities and feel the psychological elements contained therein.

Conclusions: As a language art, literature is a product of the mind, which is closely related to psychology. The relationship between literature and psychology originates from the psychological factors in the process of literary creation and the psychological theories used in interpreting the text. Especially since the birth of psychoanalytic psychology, the interactive relationship between literature and psychology is more obvious, which makes the relationship between literature and psychology become a main content of interdisciplinary research of comparative literature. Taking a man's war as an example, this paper uses the theory of social psychology to analyze the excellent works of literary works, which also reflects the profound influence of social psychology on China's literary world from another side.

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NECESSITY AND INNOVATIVE STRATEGY OF PSYCHOLOGICAL PRESSURE RELIEF IN MUSIC CREATION

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Background: Music can continuously inject "nourishment" into the spirit and return a pure land to the soul. It can not only arouse people's surging feelings in the inner world, but also restore calm to the out-of-control inner heart. Music therapy, as its name implies, is to treat music as a "drug" for systematic clinical treatment of the human body. Music therapy is to adjust people's emotion, mentality, spirit, concept, attitude and even behavior through people's experience activities such as listening to and appreciating music, so as to achieve psychological and physiological balance to cure diseases. Foreign primary and secondary education attach great importance to the study of music. Students in the United States, Canada, Poland and other countries introduce the auditory art of music as a way to cultivate students' sentiment, broaden students' vision, treat students' psychological diseases, remove students' psychological garbage and alleviate students' psychological pressure "Good medicine. Chinese researchers should also focus on observing the inner world of young college students in China, understand the sources of their mental stress, study their tolerance to mental stress and how to use music therapy to alleviate and eliminate their mental

stress.

Music creation can effectively release people's emotions, show the inner pressure through words, cooperate with the music effect, effectively shake the auditory nerve of the ear, optimize people's perceptual ability, actively transmit upward spirit, and shape and strengthen themselves. "Music creation therapy is a systematic intervention process. In this process, therapists use various forms such as music experience and expressing mood to create to help the treated achieve the goal of health." The author works in colleges and universities. Through the investigation of the current situation of psychological pressure of college students in six ordinary colleges and universities, it is found that contemporary college students generally have psychological characteristics such as insufficient self-awareness, poor will quality and weak interpersonal communication. In view of the above characteristics, this paper puts forward specific solutions to college students by using music creation therapy.

Subjects and methods: The author investigated nearly 300 college students from six universities, including Shenyang Agricultural University, Liaoning University, Northeast University, Jinzhou Normal College, Liaoning University of technology and Shenyang Normal University. The purpose is to understand the current situation of College Students' psychological stress by studying the data results of the 2021 college students' psychological stress questionnaire in Liaoning Province. Among them, the effective test papers recovered by various schools are Shenyang: 48 from Shenyang Agricultural University, 46 from Liaoning University, 49 from Northeast University and 48 from Shenyang Normal University; Jinzhou City: 50 people from Jinzhou Normal College; Fuxin City: 50 people from Liaoning University of technology. Test process: 50 students were randomly selected by counselors and teachers of each school to enter the tested group, and the papers were taken back on the spot after completion.

Study design: The purpose of the questionnaire designed in this paper is to investigate the current situation of College Students' psychological pressure. The questionnaire mainly starts from three directions. The data processing method of questionnaire survey adopts the numerical value with two decimal places.

Methods of statistical analysis: This study uses the method of data comprehensive analysis to analyze the final results of the questionnaire.

Results: After calculation, the effective rate of the questionnaire is 97%, and the following problems are found: through the data of the questionnaire, we can conclude that college students feel pressure in their study and life in colleges and universities. See Table 1.

Table 1. Your sources of psychological stress questionnaire.

What are your sources of stress?	Percentage of "yes"/%	Percentage of "none"/%
Study and examination	81.82	18.18
Emotional frustration or lovelorn	68.48	31.52
Economic aspect	15.15	84.85
Employment	55.41	44.59
Other aspects	12.13	87.87

According to the results of the questionnaire, learning, examination and love are the main sources of students' psychological pressure during school.

Table 2. Most commonly used stress relief methods in school life.

Mitigation methods	Proportion of "yes"/%	Proportion of "none"/%
Travel	1.30	98.70
Go to see the films	27.27	72.73
Listen to music, write music	93.94	6.06
Go to the bar to vent	12.26	87.74
Watching movies and dramas	84.50	15.50
Other	20.38	79.62

College students basically take the way of listening to music or writing music creation to relieve psychological pressure. It can be seen that college students listen to music. It can be seen that it is a common phenomenon for college students to relax or soothe their hearts and relieve pressure by listening to music. Enjoying music and creating music can save money. At present, it has become an indispensable "spiritual relaxation" necessity in college students' campus life.

Table 3 shows the music styles and music elements selected by college students to relieve psychological pressure. The survey on this problem shows that college students pay attention to choosing passionate and

dynamic music, inspirational music with positive lyrics, music with gentle and gentle style, and music with bright and beautiful main melody; Do not pay attention to whether the accompaniment of music works is unique, whether the harmony is rich and whether the rhythm is very clear.

Table 3. Music style and music elements you choose to relieve psychological pressure.

Style of music	Proportion of "attention"/%	Proportion of "not paying attention"/%
Passionate and dynamic music	90.06	9.94
Tender and gentle music	85.67	14.33
Curiosity hunting, college music	75.01	24.99
Soul stirring sad music	73.22	26.78
Inspirational music with positive lyrics	90.19	9.81
The main melody is bright and beautiful	85.58	14.42
Unique accompaniment and rich harmony	32.19	67.81
Pay attention to whether the rhythm of music is clear	35.28	64.72

Conclusions： On the whole, the necessity of psychological pressure relief in music creation is reflected in the questionnaire. After the analysis of the questionnaire, the relevant innovative strategies are as follows: (1) promote good feelings and form a confident personality. Among all kinds of art, music, which has the closest relationship with human psychology, can not only arouse the surging feeling of people's inner world, but also restore the calm of out-of-control content. Through music creation, we can control people's mood, directly increase the vitality of people's inner world, express our feelings, and express the memories and other experiences in our mind, help self-affirmation, form self-confident personality and activate the spiritual world. (2) Eliminate inertia and reshape positive self. Through the creation and appreciation of beautiful music, we can "recharge" our spirit. And the perseverance and pursuit of perfection transmitted in music. Let them find themselves refreshed in their favorite music and reshape their positive self. (3) Increase interpersonal communication and strengthen self-expression. Music can obviously alleviate the tension and anxiety, help people relax, self-timely in creation, trigger a common language of feelings and thoughts, enhance self-expression and self-affirmation, and make them experience a feeling of resurrection and rebirth.

*   *   *   *   *

THE INNOVATION OF HIGHER EDUCATION MANAGEMENT SYSTEM FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: The opinions on Further Strengthening and improving college students' Ideological and Political Education issued by the CPC Central Committee and the State Council pointed out: "We should pay attention to mental health education. According to the characteristics of College Students' physical and mental development and the law of education, we should pay attention to cultivating college students' good psychological quality and the fine character of self-esteem, self-love, self-discipline and self-improvement, and enhance their ability to overcome difficulties, withstand tests and withstand setbacks." Therefore, colleges and universities should strengthen the exploration and research of College Students' mental health education management system, so as to promote the all-round development of College Students' quality.

"Stones from other mountains can attack jade" At present, the United States, Japan, Britain and other countries have formed a relatively complete mental health education system and have highly professional personnel, which have been incorporated into school education. The development of mental health education in China is in the ascendant, and experts and scholars have explored new ways and methods of College Students' mental health education from different angles. China should learn from foreign advanced experience , explore a mental health education management system suitable for China's national conditions and in line with the characteristics of college students, so as to realize the development from psychological medical treatment system to psychological education management system, that is, the educational object

is expanded from students with psychological obstacles to all students, which is helpful to solve the psychological problems and puzzles faced by college students in China and promote the development of College Students' mental health education It is of great significance to make it scientific, standardized and systematic.

Subjects and methods: The respondents were Xi Heng, an undergraduate of University A, who enrolled in September 2021. A total of 3192 valid data were collected, including 686 male and 2506 girls, aged between 15 and 23. The test will be carried out four weeks after freshmen enter the school, and standardized guidelines and standardized test software will be adopted. And compare with the data collected from 2018 to 2020.

Study design: The Cattell 16 personality factors test scale, which was revised by Li Shaoyi of the sharp Education Research Office of Liaoning Institute of Educational Sciences, was used to measure the personality characteristics of students. According to the formula, 16 personality factors and secondary personality factors were calculated.

Methods of statistical analysis: The data were analyzed by spss22.0. In order to compare the indicators of the two groups.

Results: Comparison of gender differences of 16 personality factors among 2021 freshmen.

The scores of L suspicion, Q2 independence and Q3 self-discipline of grade 17 boys in a university were significantly lower than those of girls; The scores of job sensitivity, 0 anxiety and Q4 tension were significantly higher than those of girls. Among the 16 factors, there is no significant difference: A music group, B intelligence, C stability, E bullying, F excitement, G persistence, H daring, M fantasy, N sophistication and Q1 experiment.

Conclusions: From the perspective of social psychology, the innovation of higher education management system mainly starts from the following aspects: (1) actively create a good atmosphere of delicate health education; (2) Establish a high-quality mental health education team; For example, build a high-quality team of student cadres; Give full play to the role of class tutor and student backbone; Provide professional psychological counseling personnel; Give full play to the role of teachers of two courses and professional courses. In short, establishing a mental health education team with combination of full-time and part-time, relatively stable and high quality will play a vital role in college students' mental health education. (3) Establishing and Perfecting College Students' mental health archives; (4) Comprehensive education is combined with targeted sex education.

Table 1. Comparison of gender differences of 16 personality factors of cartel from the perspective of social psychology.

Factor A music groups B intelligence	Gender(N=3192)				t
	Male(N=686)		Female(N=2506)		
	N	SD	M	SD	
C stability	5.68	1.958	5.79	2.027	1.319
E bullying	4.42	1.664	4.51	1.683	1.290
F excitability	5.95	1.786	6.00	1.818	0.642
G is constant	5.43	1.793	5.42	1.712	-0.137
H daring	6.51	1.976	6.50	1.896	-0.133
I sensitivity	5.34	1.596	5.35	1.834	0.166
L skepticism	6.18	1.975	6.04	1.981	-1.628
M fantasy	6.56	1.899	6.38	1.799	-2.241*
N worldly sophistication	4.44	1.771	4.60	1.745	2.031*
O anxiety	6.54	1.580	6.46	1.759	-1.059
Q1 experimental	5.06	1.497	5.12	1.507	0.902
Q2 independence	6.05	2.104	5.45	1.933	-6.812***
Q3 self-discipline	5.46	1.368	5.58	1.454	1.964
Q4 tension	4.27	1.689	5.14	1.653	12.108***
Factor	5.65	1.542	5.86	1.324	3.219**
A music group	5.80	1.975	5.55	1.827	-2.978**

*$P < 0.05$, **$P < 0.01$, ***$P < 0.001$

*   *   *   *   *

MODERN INTERIOR SOFT DECORATION DESIGN DRIVEN BY COLOR PSYCHOLOGY

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Background: As a major that follows the principle of "people-oriented", interior design has gradually assumed more social responsibilities, especially the impact of children's living environment on them cannot be ignored. For example, for children with autism and ADHD, whether the environmental facilities are humanized and whether the decorative color conforms to the characteristics of the population, to a great extent, it affects whether their body and mind can get perfect treatment and rehabilitation. Interior design plays a vital role in it. Among them, it is beneficial to study the psychological impact of the color of indoor space on special children's groups, so as to construct the color matching principle in line with the needs, and use professional and scientific treatment methods to help those vulnerable children living on the edge of the city and reduce the harm of psychological diseases. At present, color psychology at home and abroad has made great achievements in the research of children's psychology, and has created various color therapies for the psychotherapy and rehabilitation of sick children and disabled children. In the professional field of interior design, its application is also quite effective. Many hospitals are not the same white space as imagined, and different medical departments have set up scientific and reasonable colors according to their functional properties, although there is no professional vocabulary to define the application of this color, However, people have noticed the impact of color on the environment in their actual work and life. In public welfare space, especially children's welfare space, this application becomes more important.

Subjects and methods: Taking the important influence of color on children's modern space design as the research object, especially on children of special groups, this paper analyzes the norms of space color in children's welfare homes, in order to provide children with a comfortable and professional living environment, protect their physical health, especially their mental health, and provide favorable conditions for children's medical rehabilitation.

Study design: Starting from the category of color psychology, by studying the current situation of interior design of welfare space at home and abroad, this paper abstracts the important role of color in helping children's psychological counseling and rehabilitation, analyzes its application in interior design of children's welfare space, and effectively combines color in the sense of psychology with children's welfare space.

Methods of statistical analysis: Through visiting, visiting and studying domestic welfare institutions, talking with agency staff, questionnaire, collecting relevant data, and sorting, analyzing and summarizing the obtained data.

Results: As children are in the initial stage of cognitive development, the color in their environment has a very important impact on their future physical and mental development, especially their personality. Compared with adults, children's perception of color is different, and even have unique stage characteristics. Based on this survey content, a questionnaire was conducted on 100 randomly selected children. The specific contents are shown in Table 1:

Table 1. Color perception of children aged 3-6.

Age	Can the perception of color	Total number of people investigated	Valid questionnaire	Number of people	Proportion
3 years old	It can only distinguish primary colors such as red, yellow and blue, and cannot distinguish mixed colors well			10	11
4 years old	It can distinguish colors with different hues, lightness and saturation, and can better distinguish white and black	100	90	15	16.7
5 years old	Can basically master the name and use of 8 colors			25	27.8
6 years old	I have mastered the names of 12 colors and the application of 11 colors excluding purple			40	44.4

It can be found from the table that children aged 3-6 have a better ability to distinguish bright colors, while they have a general ability to distinguish colors with low lightness, such as gray and cyan. However, with the continuous development of children's cognition, more and more colors can be mastered and recognized. However, some kindergartens completely ignore or misinterpret children's perceptual characteristics of color in the color design of activity space, and finally show a color design that lacks aesthetic feeling.

Each color has its positive and negative aspects. On the premise of giving full play to the positive factors of each color, we need to try our best to design the color matching, so as to ensure the diversification and scientization of the color of children's welfare space, seek advantages and avoid disadvantages, and create a space suitable for children's physical and mental health development.

On the other hand, it has to be admitted that children's preference for a certain color may actually be a kind of sustenance in their hearts. Perhaps only when they face this color, their hearts will get incomparable enrichment and tranquility, so it is not necessarily bad to be single, but if they blindly pursue exciting colors to decorate children's space regardless of the actual situation, that is likely to backfire, not only cannot stimulate children's intellectual development, but also cause children's psychological congestion.

Conclusions: With the application of color therapy and the deepening of the research on children's color psychology, we are more and more aware of the important influence of color in the process of children's life and growth. Color is the expression of children's emotions and values, and has a common voice with children's emotional expression and Personality Orientation. The preference for color has become the most direct way for children to talk to the world, it is hard for us to imagine how dark a colorless world will be and how weak the light of life will be. Therefore, mastering the characteristics and principles of color and applying it to every bit of children's development and growth is also the essence of guarding the flowers of this era.

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CULTIVATION OF "ECOLOGICAL MAN" IN BEAUTIFUL CHINA UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Modern cognitive psychology originated in the mid-20th century. It is the return of psychology to the study of consciousness after the decline of behaviorism. The cognitive behaviorism school appeared in the camp of behaviorism, and finally became an influential movement in the 1970s. At present, it is generally believed that there are three research orientations in the field of cognitive psychology, namely, symbol processing orientation, connectionism orientation and ecologism orientation. The censure of the first two research orientations has aroused people's attention to the ecological research orientation of cognitive psychology.

The orientation of symbol processing comes from the analogy between human cognition and computer processing of information. Its theoretical metaphor is "psychological activities are like computers". It compares human psychological activities to the logical operation of symbols by computers, and holds that the human brain, like computers, has the functions of receiving, storing, encoding, converting, recovering and transmitting information. Connectionism takes "mental activities are like the brain" as the metaphorical basis, and its direct basis is the discovery of parallel distributed processing and the Enlightenment of the networked structure of the nervous system. According to connectionism, knowledge does not exist in a specific place, but in the connection between units. Learning is to establish a new activation mode or change the connection strength between units. Therefore, different activation modes can explain different cognitive processes. Therefore, the research on the cultivation of "ecological man" in beautiful China under the background of cognitive psychology is based on the relevant theories of cognitive psychology to analyze the cultivation of "ecological man" in beautiful China and improve the effect of the cultivation of "ecological man" in beautiful China from many aspects.

In the contemporary world where the ecological crisis is becoming more and more intense, building an ecological civilization and a beautiful China and taking the road of green development has become a well-

known consensus of the times from national leaders to ordinary people, because "building an ecological civilization is a major plan related to the well-being of the people and the future of the people". Building a beautiful China is "an important part of realizing the Chinese dream of the great rejuvenation of the Chinese nation". However, building an ecological civilization and a beautiful China is not a short-term political act that can be achieved by shouting a few slogans overnight. It is a great cause that requires people to make a comprehensive transformation from concept to action and through the unremitting efforts of generations of people with awareness of ecological civilization.

The purpose of this study is to analyze the influencing factors of the cultivation of "ecological people" in beautiful China against the background of cognitive psychology, and put forward targeted solutions to study the psychological change process of the cultivation of "ecological people" in beautiful China based on psychological counseling, concentration and ecological knowledge reserve.

Subjects and methods: This study will set the research environment under the fixed environment of "ecological man" cultivation in beautiful China, observe the response of "ecological man" in beautiful China to different psychological stimuli, and analyze the main strategies of "ecological man" cultivation in beautiful China. This paper analyzes the stress response of the cultivation of "ecological man" in beautiful China from the perspective of cognitive psychology. Find out the influence of psychological cognitive factors on the cultivation of "ecological man" in beautiful China, so as to improve the quality of the cultivation of "ecological man" in beautiful China.

Study design: This study takes psychological counseling, attention concentration and ecological knowledge reserve as independent variables and the plastic training quality of "ecological people" in beautiful China as dependent variables. There are independent variables and no independent variables to affect the plastic training quality of "ecological people" in beautiful China. The effects of the three independent variables were divided into three groups to distinguish the effects of different independent variables on the cultivation quality of "ecological man" in beautiful China.

Methods of statistical analysis: The research database was processed by spss19.0 to compare the plastic training quality of beautiful Chinese "ecological man" between the control group and the experimental group.

Results: The plastic cultivation quality of beautiful Chinese "ecological people" in the four groups before and after the test is shown in Table 1. There is no difference in the pre-test results ($F = 0.020$, $P = 0.996 > 0.05$), but there is significant difference in the post-test results ($F = 123.566$, $P > 0.000 < 0.05$).

Table 1. One-way ANOVA results of pretest and posttest.

Group	Number of people	Average (*M*)		Standard deviation (*SD*)		*F*		*P*	
		Pre-test	Post-test	Pre-test	Post-test	Pre-test	Post-test	Pre-test	Post-test
Control group	30	3.77	4.30	1.194	0.915				
Experimental group 1	30	3.80	6.20	1.215	0.837	0.020	123.566	0.996	0.000
Experimental group 2	30	3.83	6.30	1.289	0.961				
Experimental group 3	30	3.77	8.67	1.194	0.802				

The Post-Hoc multiple post test results of pre-test and post test results are shown in Table 2.

Table 2. Post-Hoc multiple-test results of pre-test and post-test results.

(I) Group	(J) Group	Mean difference (md)		*P*	
		Pre-test	Post-test	Pre-test	Post-test
Control group	Experimental group 1	-0.033	-1.900	0.916	0.000
	Experimental group 2	-0.067	-2.000	0.833	0.000
Experimental group 1	Experimental group 3	0.000	-4.367	1.000	0.000
	Experimental group 2	-0.033	-0.100	0.916	0.661
Experimental group 2	Experimental group 3	0.033	-2.467	0.916	0.000
	Experimental group 3	0.067	-2.367	0.833	0.000

It can be seen from the summary of test results in Table 2 that there is no significant difference in the

pre-test results of the four groups ($P > 0.05$). In the post-test results, there were significant differences among other groups except experimental group 2 and experimental group 1 ($P = 0.661 > 0.05$). The results of experimental group 3 were significantly higher than those of other groups ($P = 0.000 < 0.05$); There was significant difference between experimental group 1, control group and experimental group 2 ($P = 0.000 < 0.05$).

On the whole, from the perspective of cognitive psychology, the cultivation of beautiful China's "ecological man" can improve the overall cultivation quality of beautiful China's "ecological man". Under the joint action of three cognitive psychological factors, it can comprehensively improve the scientificity of the cultivation of "ecological people" in beautiful China and the overall situation of ecological construction in beautiful China. Therefore, it is feasible to cultivate "ecological man" in beautiful China from the perspective of cognitive psychology.

Conclusions: From the overall research results, compared with other influencing factors of "ecological man" cultivation in beautiful China, cognitive psychology has richer experience and participation, which can fundamentally improve the effectiveness of "ecological man" cultivation in beautiful China. Based on the relevant theories of cognitive psychology, cultivating the "ecological man" of beautiful China can improve people's understanding of the ecological construction of beautiful China and enhance their understanding of the ecological construction of beautiful China. Through the role of cognitive psychology, people's psychological counseling, attention concentration and ecological knowledge reserve have been improved. Therefore, it shows that cognitive psychology has broad application prospects. Under the globalization of ecological protection in Beijing, the cultivation of "ecological people" in beautiful China can improve people's awareness of environmental protection and actively advocate the implementation of environmental protection policies.

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THE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN THE EDUCATIONAL MANAGEMENT OF COLLEGE STUDENTS

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Background: educational psychology mainly takes human psychology as the main research object, and mainly studies human behavior, thought, psychology and habits. Psychology and education complement each other. Many principles and theoretical knowledge in psychology have strong guiding significance for education. In particular, it is necessary to take scientific and reasonable management psychology as the guidance in student management, so as to improve the scientificity and effectiveness of student management in colleges and universities. At present, the central science curriculum in colleges and universities in China is particularly important. For college students, they have the characteristics of moving from teenagers to maturity, so they need more attention. If we can make good use of psychological related methods to participate in student management, we can effectively prevent or dredge students' psychological problems, help students establish a healthy and positive attitude to face college life, and establish a consolidated psychological "fortress" for future work and life pressure. It is of great significance for teachers to apply the knowledge of educational psychology to their work. It effectively makes up for the defects and deficiencies of traditional teaching management and promotes the development of educational management in colleges and universities. The application of educational psychology in the new era in college student management can mobilize students' initiative, broaden students' vision, give full play to students' subjective initiative, promote students' personalized development, and meet the needs of China's educational management practice.

Subjects and methods: This study takes the psychology of college students as the research object, tests the relationship between educational psychology and college students' educational management through correlation analysis, and judges the correlation between educational psychology and educational management, so as to test the direct impact of educational psychology on educational management.

Study design: from the perspective of educational psychology, this paper discusses its possible impact on the educational management of college students; So as to reveal the mechanism of educational psychology on the educational management of college teachers to students; This study analyzes the correlation of various variables to judge the correlation between educational psychology and educational management. It includes testing the overall correlation of variables, and studying the correlation intensity

between the four dimensions of psychological capital (self-confidence, hope, optimism and resilience), the two dimensions of innovative behavior (conception generation and conception Implementation) and the two dimensions of educational management performance (scientific research performance and teaching performance), So as to study the effective application of educational psychology in the educational management of college students and give play to the role of mutual promotion.

Methods of statistical analysis: correlation analysis is a quantitative analysis method, which is mainly used to test the correlation between variables, can preliminarily test research hypotheses, and is the basis of regression analysis and structural equation model analysis. This study tests the relationship between educational psychology and educational management performance, and judges the correlation between educational psychology and educational management performance. This paper makes a correlation analysis between the four dimensions of Educational Psychology (self-confidence, hope, optimism and resilience) and the two dimensions of educational management performance (scientific research performance and teaching performance).

Results: The results are shown in Table 1. This study makes a descriptive statistical analysis of educational psychology and management job performance, analyzes the differences of job performance, and analyzes the relationship between them. Table 1 shows that there is a significant positive correlation between psychological capital and job performance. Among them, self-confidence, hope, optimism and resilience are significantly positively correlated with scientific research performance and teaching performance respectively. This study verifies the impact of educational psychology on management performance, reveals that educational psychology plays a positive role in its work performance, and affirms the significance and value of developing and Cultivating Educational Psychology, which can greatly promote the improvement of College Teachers' educational management. It not only provides a more detailed and rich theoretical content between educational psychology and the performance of College Teachers' educational management, but also helps college managers to clarify the focus of psychological education and formulate and implement more targeted development and cultivation measures of educational psychology in combination with reality.

Table 1. Correlation analysis between educational psychology and educational management performance.

Variable	Scientific research performance	Teaching performance
Educational psychology capital	0.519^{**}	0.364^{**}
Self-confidence	0.481^{**}	0.368^{**}
Hope	0.471^{**}	0.301^{**}
Optimistic	0.448^{**}	0.223^{**}
Toughness	0.377^{**}	0.374^{**}

Note: ** indicates a significant correlation at the 0.01 level (bilateral).

Conclusions: To sum up, the application of educational psychology in college student management in the new era is conducive to helping students solve psychological problems. Through the rich and diverse means of university managers and psychological counseling teachers, we should constantly reform and innovate the management work, use the relevant theoretical knowledge of educational psychology to guide students, help students correct their bad psychology and behavior, get rid of psychological shadow and psychological obstacles, enable students to establish correct life values and shape their sound personality, Cultivate students' awareness of self-protection and cultivate college students to become comprehensive talents to meet social needs. So as to lay a solid foundation for students to enter the society and promote the smooth development of college student management.

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THE INNOVATIVE DEVELOPMENT OF ART EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Before psychology became an independent subject, various guesses and descriptions about art psychology had long become a gorgeous and luxurious stream of thought. In the ancient Chinese book of changes, there is a very potential thought of art psychology. In the book of changes and responsibilities, "Shangjiu" means simple decoration. This is also the basic requirement of Chinese classical art psychology.

Art Education in Colleges and universities from the perspective of psychology is the methodology of research, learning and teaching. As an important subject in art education, art psychology has always been absent from art education in colleges and universities. Therefore, it is a pity that art psychology has not been really implemented in art education, which leads to a regret in art education in primary and secondary schools and even colleges and universities. In a philosophical sense, there can be no good practice without good methodology. The practical value of theory born from practice is naturally ordinary and useless.

The theoretical content of art psychology mainly includes its own progress and prospect, human psychology and the origin of art, the psychological function of art, the psychological structure of artists, the form composition of art works and the psychology of art acceptance. From the theoretical value and importance of art psychology, we should start with it as a unique method to improve and enrich art education. In other words, there are many "why?" in art education, and this unique method mainly solves the problem of "how to do". In this paper, we will discuss the value of art psychology as a unique method of art education. In fact, such a method is to guide art teachers to observe things and deal with the problems of art education in what ways and methods.

Subjects and methods: Logical analysis method, reasonably use logical methods such as analysis, classification, deduction and induction to analyze examples and draw conclusions. Science lies in excellence, not experience, logic and method. Only a reasonable logical method can make the article more persuasive and make the content of the paper more scientific. Questionnaire survey research methods: make a field investigation on the curriculum of Higher Art Majors in Xinjiang, and conduct a questionnaire on the students of art majors to collect first-hand research data, so as to conduct case analysis and comparison. Interview summary research methods: visit school art education experts, scholars or excellent art teachers in primary and secondary schools in some areas of Xinjiang, conduct interviews, summarize and analyze the interview contents, summarize previous experience, and provide scientific basis for doing a good job in the paper.

Study design: In this study, 146 questionnaires on the investigation of art psychology were sent to some colleges and universities that have set up art education majors in Xinjiang Uygur Autonomous Region, and the Art Demonstration students of Xinjiang Institute of education, Xinjiang demonstration University, Xinjiang Yili demonstration college and Xinjiang Institute of art were investigated respectively. 120 valid questionnaires were collected. Through the feedback information from this survey, I want to analyze the views of college students majoring in art education on art psychology and becoming a qualified teacher.

Methods of statistical analysis: Spss22.0 was used to analyze the difference of data in the research database.

Results: The data of questionnaire in Figure 1.
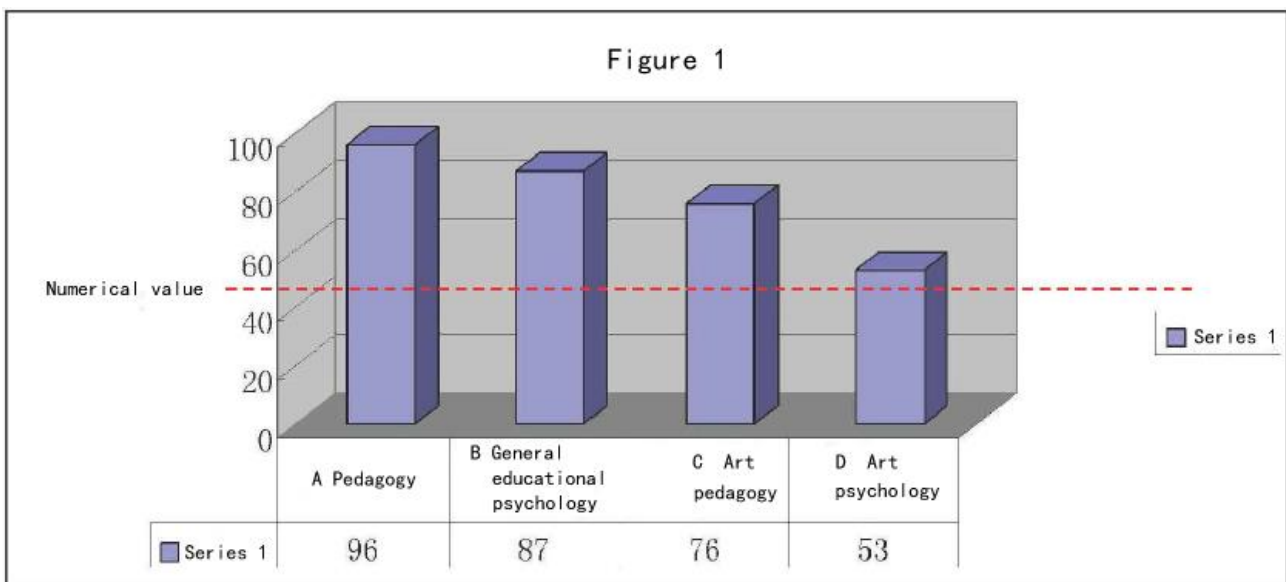
Figure 1. The data of questionnaire.

According to the data feedback of the questionnaire, the largest number of students choose pedagogy and psychology. The importance of these two disciplines can be described as the supremacy of pedagogy according to the data. Almost all the students choose pedagogy option a, and 87 choose general educational psychology.
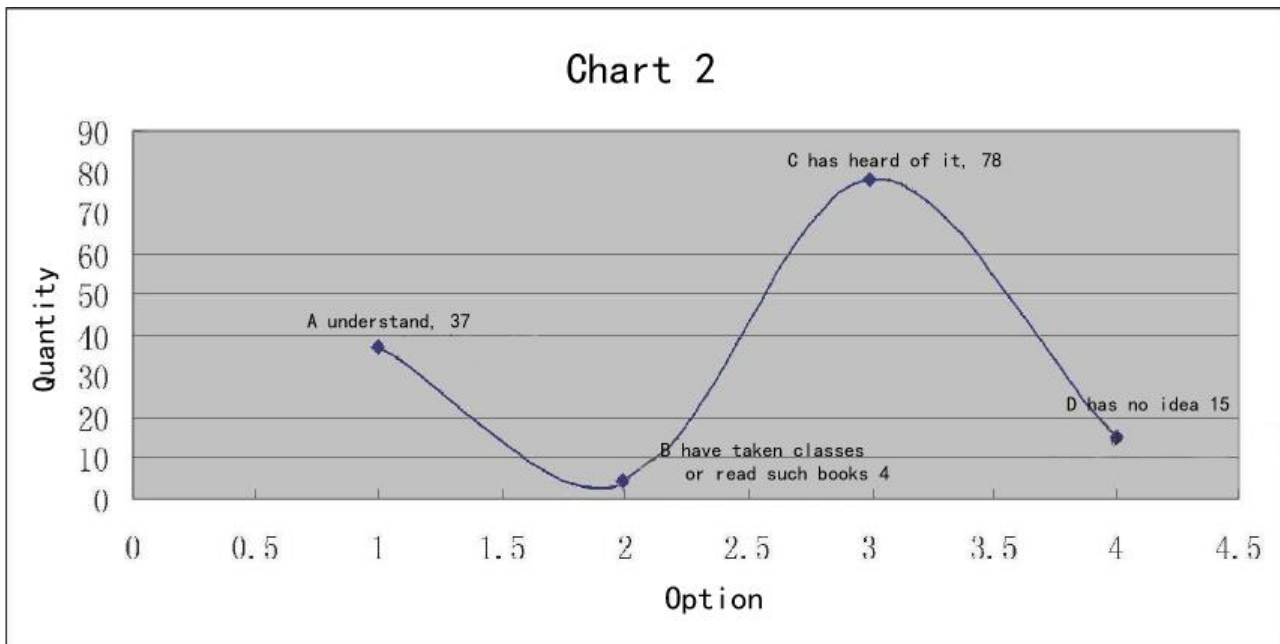
Figure 2. The views of college students majoring in art education on art psychology.

According to the forms and data in the table, there are not many students who know art psychology. It is obvious that nearly 40% of the students majoring in art education in a school apply for art psychology again, which is a pity of college education. The answers to the questionnaire can be multiple-choice.

Art Education in Colleges and universities is not just a purpose. On the one hand, it is ostensibly to teach students the knowledge and technical ability of the subject. On the other hand, it is to improve the comprehensive quality of the educated. However, the traditional art education only pays attention to the teaching of basic knowledge and ignores the function of psychological education. Art plays an important role in aesthetic education. It is not only an important way to improve one's aesthetic ability, but also improve one's ability to appreciate, create and perceive beauty. Use art works to arouse students' imagination, so that students can better understand the author's intention, the changes of the author's thought in the process of creation, and guess the reason for the author's idea, so as to improve their ability to appreciate and enhance their artistic charm.

Conclusions: To sum up, the past art education only focused on the cultivation of students' professional knowledge, but ignored the cultivation of their comprehensive ability. This makes the knowledge learned by students too single and not comprehensive enough. However, with people's attention to art education, the market of art is gradually expanding. Many colleges and universities take art education as the key training object through teaching reform. Therefore, when carrying out art education for students, we should start from reality and combine theory with practice. Modern art education is facing major problems. Educators and art creators should work together to change this situation, establish correct learning methods and appreciation methods, and show art unreservedly.

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BAYESIAN NONPARAMETRIC MODELING METHOD AND ITS APPLICATION IN STATISTICAL SPARSE LEARNING FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: From the perspective of research methods, psychology mainly adopts the viewpoint of information processing and uses computers to simulate human brain. If the results of computer operation are consistent with the results of human brain thinking, it proves that the initially proposed computer model is correct, that is, human brain does work according to such a model. Due to the change of research objects and research methods, the content of psychological research is greatly enriched. Compared with the early behaviorist psychology, psychology is no longer limited to the psychological problems in arithmetic, but gradually involves the psychological activities in geometry, algebra and even higher mathematics. This kind of research has typical disciplinary significance and has more enlightening and guiding significance for mathematics education. However, compared with the traditional research on mathematics education, psychology adopts a more special perspective on mathematics education. Firstly, psychology emphasizes the decomposition and fine analysis of tasks, which makes the research on mathematics education more in-depth and more specific. It not only studies the mastery of mathematical knowledge, but also pays more attention to the analysis of students' cognitive style and the application level of cognitive strategies. Secondly, compared with mathematicians, introspection is used to study the process of mathematical thinking. Psychologists have adopted a special method, that is, using objective methods to study people's thinking process, which makes its research on mathematics education rise to a more scientific level. Psychological research on the learning process has reached a subtle level. Third, generally speaking, the research of psychology does not directly involve the process of teaching or the discussion of mathematics curriculum, but focuses on the cognitive process. This constitutes an important difference between it and traditional mathematics education research, especially domestic mathematics education research. In China, the research on mathematics education has been dominated by "teaching materials and teaching methods" for a long time. In relevant publications and books, we often see "teaching plan" rather than "learning plan". In foreign countries, the modernization movement of mathematics education is also concerned about how to use modern mathematics ideas to guide the reform of primary mathematics, while ignoring the research on the real thinking activities of middle school students in mathematics learning activities. However, all mathematics education research should finally be implemented in students' mathematics learning activities. Therefore, only with a deeper understanding of students' thinking activities in the process of learning mathematics can mathematics education develop healthily.

Statistical sparse learning method is an interdisciplinary research direction of artificial intelligence, applied statistics and visual cognition. It is also one of the latest research hotspots in the field of machine learning. The statistical sparse learning method based on Bayesian learning theory combines prior knowledge with sample information, dependency and probability representation. It is an ideal model for uncertain knowledge representation. Compared with other methods, Bayesian nonparametric method expresses all forms of uncertainty through random process, which can include a priori knowledge in the model, reduce the assumption constraints on parameters and implicitly avoid over fitting; Bayesian theorem is used to realize the learning and reasoning process, provide feature information based on model interpretation, and provide an adaptive method for model selection. Therefore, Bayesian nonparametric statistical sparse learning modeling has important theoretical value.

This research process mainly aims at the influence of psychology on Bayesian nonparametric modeling in statistical sparse learning.

Subjects and methods: A total of 75 mathematics students were selected for research. 75 students were randomly divided into four experimental groups and one control group, namely parameter modeling recording group, parameter modeling thinking group, parameter modeling practice group and parameter modeling auxiliary group. Four experimental groups were intervened by psychology, while the control group did not.

Study design: SPSS18.0 was used to input and count the experimental data.

Results: The differences between experimental groups 1, 2, 3 and 4 and the control group before intervention were compared. The one-way ANOVA was used to test whether there was a significant difference in the parameter modeling level between the experimental group and the control group. The results are shown in Table 1. The results show that $F = 0.449$, $P = 0.772$, $P > 0.05$, indicating that there is no significant difference in parameter modeling level between the experimental group and the control group. The subjects of the five groups are homogeneous and can be treated experimentally.

The differences between experimental groups 1, 2, 3 and 4 and control group after intervention were compared.

After eight weeks of experimental intervention, one-way ANOVA was used to test whether there was significant difference in parameter modeling level between the experimental group and the control group. The results are shown in Table 2. The results showed that $f = 2.774$, $P = 0.034$, $P < 0.05$, indicating that there were significant differences in the level of parameter modeling between the experimental group and the control group after different experimental treatments. Through LSD test, compared with the control group, the parameter modeling level of experimental group 3

(parameter modeling practice group) and experimental group 4 (parameter modeling auxiliary group) was significantly improved, while the parameter modeling level of experimental group 1 (parameter modeling record group) and experimental group 2 (parameter modeling thinking group) was not significantly improved. At the same time, there was no significant difference in the total score of parameter modeling between experimental group 3 and experimental group 4.

Table 1. Significance test of difference between experimental groups 1, 2, 3 and 4 and control group before intervention.

Test group	Test number	Average score	Standard deviation	*F*
Experimental group 1	15	165.80	13.01	
Experimental group 2	15	169.20	9.98	
Experimental group 3	15	168.93	18.41	0.449
Experimental group 4	15	171.27	13.62	
Control group	15	172.27	15.64	

Experiment 1, 2, 3, 4 classes and control group were compared before and after the test. After eight weeks of experimental intervention, the researchers used paired sample t-test to investigate the difference of parameter modeling level between pre-test and post-test. The results show that there is an extremely significant difference between the experimental group 1 (parameter modeling recording group) and the experimental group 2 (parameter modeling thinking group) ($t = -4.577$, $P = 0.000$, $P < 0.001$), and the experimental group 3 (parameter modeling practice group) ($t = -6.283$, $P = 0.000$, $P < 0.001$), there was a significant difference in the pre-test and post-test of the subject's parameter modeling level in the experimental 4 group (parameter modeling auxiliary group) ($t = -5.667$, $P = 0.000$, $P < 0.001$), while there was no significant difference in the control group ($P > 0.05$).

Table 2. Significance test of post intervention difference between experimental groups 1, 2, 3 and 4 and control group.

Test group	Test number	Average score	Standard deviation	*F*
Experimental group 1	15	182.8	12.09	
Experimental group 2	15	179.6	9.62	
Experimental group 3	15	189.67	16.78	2.744
Experimental group 4	15	191.33	15.69	
Control group	15	175.87	20	

Through the analysis of the experimental data, compared with the control group, the overall level of parameter modeling in experimental group 3 and experimental group 4 was significantly improved, and the pre-test and post-test differences in the level of parameter modeling in experimental group 1 and experimental group 4 were significant, but the level of parameter modeling in the two groups was not significantly improved compared with the control group, it shows that the parameter modeling practice and parameter modeling assistance have a good effect on improving the parameter modeling level of college students.

Conclusions: From the comprehensive experimental results, psychology can improve the participation and experience of parameter modeling from the fundamental reason, and it is easier to be accepted by students in the field of mathematics. From the psychological depth level, we can optimize the Bayesian nonparametric modeling model in statistical sparse learning, promote students in the field of mathematics to have a deeper understanding of Bayesian nonparametric modeling in statistical sparse learning, and improve students' learning ability under the scientific research background of the rapid development of mathematical knowledge.

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THE DRIVING FORCE AND PERFORMANCE OF COLLEGE STUDENTS' PSYCHOLOGICAL ENTHUSIASM OF INNOVATION TEAM

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Background: College Students' innovative team psychology is a special and stable psychological state of social consciousness formed by cultivating the team's innovative thinking, innovative knowledge, innovative ability, innovative personality and innovative skills. It can enable the trainees to form psychological driving force and realize innovation. The cultivation of College Students' innovative spirit stimulates students' innovative enthusiasm through teachers' innovative consciousness, guides students' innovative learning through teachers' innovative teaching methods, cultivates students' innovative personality through teachers' innovative personality, and drives students' innovative activities through teachers' innovative practice. Scientific and innovative educational concept and good environmental atmosphere are conducive to better cultivate college students' innovative spirit. Innovative spirit is a high generalization and expression of innovative psychology. The diversified social development and the continuous reform and innovation of higher education affect the training mode of talents in colleges and universities, and then affect the innovative psychological driving force of contemporary college students. At present, the common phenomena of college students are: lack of psychological motivation, unclear innovation objectives, poor teamwork, and even lack of team cohesion. Psychology shows that in the process of establishing the psychological driving force mechanism of team innovation, students' innovation ability, positive thinking ability and team cooperation spirit have been greatly improved, and students reshape themselves better in team growth.

The purpose of this study is to analyze the psychological driving force mechanism of team innovation. How to use innovative psychology to improve the performance of College Students' team driving force can further stimulate their own innovative ability and form a stable source of innovation.

Subjects and methods: This paper takes college students' team as the research object, and improves college students' team psychological enthusiasm and performance ability by establishing a team innovation psychological driving force mechanism. The research method of questionnaire, statistics and interview is adopted. Calculate and count the effective questionnaires, draw charts for analysis and induction, and form a survey report. Further understand the motivation of College Students' team innovation psychology.

Study design: Taking a university student as the survey object, this paper designs a questionnaire, randomly selects 500 students to ask questions, obtains the final data for statistical analysis, and draws charts for induction.

Methods of statistical analysis: (1) Distribution of questionnaires: the total number of questionnaires is 500, and the number of returned questionnaires is 486, with an effective rate of 97.2%, which is in line with the statistical standard. (2) Overview of the questionnaire: the questionnaire raised 20 questions, which were asked from the importance of teamwork, psychological enthusiasm and innovation driving force.

Results: Through the survey and statistics of 500 students, the following table data can be obtained.

Table 1. Questionnaire on psychological motivation of college students' innovation team.

Investigation content	Total number of people investigated	Valid questionnaire	Number of people	Proportion
Teamwork			109	21.8
Psychological enthusiasm	500	486	216	43.2
Innovation driving force			161	32.2

Through the investigation and analysis of college students, psychological enthusiasm plays an important role in college students' team innovation. Personal ability is limited. Integrating into the team and having good psychological enthusiasm not only promotes the cohesion of the team, but also improves the performance of the driving force of the team.

The enthusiasm and driving force of team innovation psychology are a circular process of interaction and interaction. However, in the face of many problems of contemporary college students' innovative psychological motivation, such as one-sided pursuit of their own development and self-realization, lack of necessary team consciousness and responsibility, it is necessary to coordinate with factors such as society, school and family. Under the environment that society encourages innovation, school education and family education correctly guide students' innovation, and student teams are proud of innovation and compete for innovation, it can stimulate college students' psychological driving force of innovation to the greatest extent.

Combined with the above questionnaire survey of college students, this paper further analyzes the questionnaire situation in recent three years, and obtains the following data chart.

Table 2. Proportion of questionnaire survey of college students from 2019 to 2021.

Investigation time	Proportion of teamwork	Proportion of psychological enthusiasm	Proportion of innovation driving forces
2019	21.8	43.2	32.2
2020	21.2	44.2	32.8
2021	19.6	46.4	33.6

From the chart, we can intuitively show the choice of college students for the importance of various factors in recent three years. The overall trend is still to focus on psychological enthusiasm. From 2019 to 2021, there is a downward trend in teamwork, and the other two aspects show an upward trend. This is closely related to the nature of the team. The prerequisite for becoming a team is the need for cooperation. Therefore, at present, college students basically put forward innovative exploration views and development direction based on cooperation. This paper makes a systematic analysis from two aspects: psychological enthusiasm and innovation driving force.
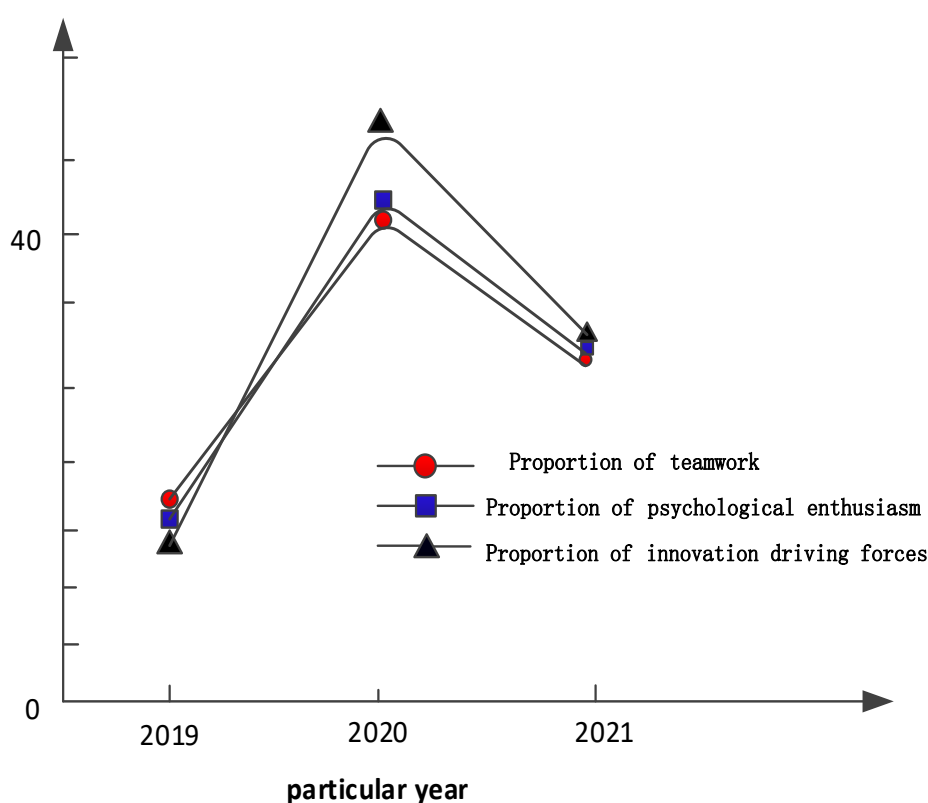
Figure 1. Proportion of College Students' questionnaire survey from 2019 to 2021.

Conclusions: The stronger the psychological enthusiasm and driving force of College Students' team innovation, the more positive and stable the innovative thinking activities and energy-saving behavior will be. The correct team innovation psychological driving force and the internalized innovation psychological driving force can make the innovation force sensitive and effective in the face of failure and difficulties, without the tendency of retreat and withering. College Students' team takes psychological enthusiasm as the driving force, guides students to pay attention to innovative psychology and team consciousness, and encourages students to actively think and solve problems. When the problem is solved, the students' sense of trust in the team will be enhanced, the overall cohesion of the team will arise spontaneously, and the overall self-confidence will be enhanced. The combination of theory and practice makes college students' team members feel that learning is useful. Solve practical problems through team cooperation and improve thinking ability and practical ability. It lays a good foundation for the development of College Students' team psychological enthusiasm.

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CULTIVATION OF CREATIVE THINKING ABILITY IN ART TEACHING REFORM FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Art "innovation" from the perspective of cognitive psychology has become a new research direction. In the process of reform, art teaching is also endowed with new connotation and personality characteristics required by psychology by the emerging cultural ideology, which is shown in the teaching methods. Art should take active creative thinking as the main activity, combine the subjective feeling and creation of art, and seek unique art forms and creative styles full of personal charm. Emphasize the visual tension, impact and personalization, ensure that students can actively participate, give full play to their unique creativity, invest in training, focus their main activities on creative thinking, make the aesthetic statement fully reflect creative thinking, and enrich the expression forms of art on the basis of cognitive psychology.

To improve the foundation of art major and the efficiency of art teaching and effectively enhance students' creative thinking ability, we need to focus on stimulating students' psychological creative thinking ability and enable students to actively participate in creative activities. However, the current situation of basic art teaching still has many defects: for example, in sketch class, teachers explain the basic knowledge of sketch, and students intuitively receive the basic knowledge of sketch; The teacher writes the skill points of sketch on the blackboard, and the students copy the skill points of sketch directly without thinking and filtering; The teacher demonstrates the steps of sketching, and the students watch the steps of sketching; After the teacher's demonstration, provide the students with still life, and the students begin to operate and practice according to the professor. This old "indoctrination" teaching method, dominated by teachers, makes students always passive, seriously imprisons students' uniqueness, inhibits students' thinking mode and affects the cultivation of creative thinking ability. As teachers of art teaching and creation, they have higher requirements for students to give full play to their subjective initiative and creativity. Modern art teaching needs to change from "teacher-centered" to "student-centered", and from traditional teaching system to cultivating students' creative thinking ability. An excellent art classroom that can be used as a demonstration model should be the emotional exchange and mutual assistance between teachers and students, improve each other, and give students enough space to give full play to their creativity. It can not only through the intuitive feeling of the eyes, but also enable students to devote all their attention to the thinking innovation activities of teaching.

Subjects and methods: Based on reading a large number of documents on cognitive psychology theory, thinking creativity theory and innovation ability training, this paper integrates the research results and experience of thinking ability training at home and abroad into my teaching practice, consciously increases the strength of innovation ability in art teaching, and boldly reforms and innovates the past teaching contents and methods, verify that the continuous strengthening of the cultivation of creative ability is necessary for the reform of art teaching and determined by the needs of the development of society, enterprises and talents. This paper applies the research methods of literature, comparison, induction and experiment to demonstrate the necessity of cultivating creative thinking ability in the reform of Art Teaching.

Study design: This paper conducts a questionnaire on the relationship between innovative thinking and high-quality employment among the graduates of the author's University. The survey shows that nearly half of the graduates of fine arts major have professional or basic mismatches when they are employed for the first time, and the students have been fully aware of the severe employment situation, the importance of the professional ability learned in school and the necessity of innovative thinking.

Results: The following is the statistics of the data collected from the questionnaire: (see Appendix 1 for the questionnaire)

The fundamental driving force for students to consciously explore problems and devote themselves to creative activities comes from creative consciousness and creative spirit. The creative activities that run through the long river of human development are the source and driving force to promote the progress of history and the continuous development of society. The development of human history is the process and

progress of creation. A foreign scholar once said: the working people have a strong creative spirit and are full of ideals and pursuits for life. They integrate these concepts into children's hearts and stimulate the emotions generated by their inner creativity. Arousing students' interest in art learning and improving students' subjective initiative and creative thinking is an important research topic in the innovation of basic art teaching. We should take subjective creative thinking as the main body of artistic activities, and guide students' subjective perception and innovation of receiving artistic unique language and modeling, and then reflect these in art teaching, so that students seem to be in the creative trend and artistic atmosphere to experience and release their feelings, so as to enhance their creative ability and cultivate their innovative consciousness.

Table 1. Employment questionnaire for graduates of a university.

Option	Professional counterparts/%	Professional skills/%	Innovation affects work ability/%	Innovation ability/%
A	57	29.8	61	27
B	30	31.2	28	31
C	13	40	11	42
Option	Professional prospect	Professional employment situation	Need for innovation (employment)	Whether innovation is reflected in teaching (in school)
A	20	16	58	20
B	33	31	24	35
C	47	53	18	45

Conclusions: (1) From the perspective of cognitive psychology, break the thinking mode, encourage students to think hard and quickly, and improve the coherence of thinking; (2) Set up a unique classroom model to cultivate the flexibility of students' thinking; (3) Establish a high-quality creative environment and encourage students to develop their thinking independently. In the art major, the cultivation of creative thinking ability from the perspective of cognitive psychology must be effectively and realistically integrated into the basic art teaching for a long time. Provide free and unrestricted space for the teaching and creation of art. Enable students to make full use of their unique thinking mode and modeling language, take creative thinking as the main activity in art development, and excavate the perception, spirit, will and excitement of the main people to create. Therefore, cultivating creative thinking ability is the core of basic art teaching.

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THE INFLUENCE OF POSITIVE EMPLOYEE RELATIONSHIP MANAGEMENT ON EMPLOYEES' JOB WELL-BEING AND ITS MECHANISM

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Background: so far, the evolutionary history of society has gone through three stages: agriculturalization, industrialization and informatization. In the stage of agriculture, the problem of food and clothing is the main problem to be solved. The main goal of the industrialization era is "prosperity and strength". In the information age, people's eternal pursuit has become "happiness". Nowadays, happiness has not only become the research focus of China's academic circles, but also clearly reflected in national policies. From putting forward the management concept of "people-oriented", to the construction of a harmonious society, and then to paying attention to the improvement of happiness index, all reflect the attention of our government to people's happiness.

Job well-being can stimulate employees' work motivation and positive state, and then improve organizational performance. At present, most enterprises only pursue the maximization of short-term profits, believe in "means fetishism", do not know to change the management mode, and ignore the happiness of employees. Various studies show that enterprises with low employee happiness are facing very serious negative behaviors that hinder the development of enterprises, such as frequent job hopping, low performance, sharp increase of conflict between employees and job burnout. As people pay more and more attention to their quality of work and life and constantly pursue happiness, the traditional management model cannot completely solve these problems. Enterprise managers must incorporate the happiness index

into enterprise human resource management activities, actively take management measures, make organization members feel more happiness in their work, and give full play to people's spiritual productivity, so as to provide sustainable power for enterprises to continuously obtain profits, and then enable enterprises to achieve long-term development.

Subjects and methods: This study takes enterprise employees as the research object. Based on the study of job well-being, combined with the characteristics of Chinese cultural background and economic life, this paper uses correlation analysis and multiple regression analysis to explore the impact of positive employee relationship management on employees' job well-being.

Study design: This study uses correlation analysis and multiple regression analysis to explore the predictive power of positive employee relations on job well-being. The research discusses the structure of employees' job well-being from the perspective of integration, and deeply analyzes the impact mechanism of positive employee relations on job well-being, so as to provide theoretical and practical guidance for improving employees' job well-being and guiding employees' positive organizational behavior.

Methods of statistical analysis: firstly, through Pearson correlation analysis, this paper analyzes the correlation between the relationship in the employee relationship network and job well-being. The results show that there is a significant correlation between employee relationship network and job well-being, and there is a positive correlation.

Results: As shown in Table 1. Employee organization relationship has the greatest correlation with job well-being, with a correlation coefficient of 0.327, followed by employee superior relationship, with a correlation coefficient of 0.322, followed by employee colleague relationship, and employee family relationship with the lowest correlation, with a correlation coefficient of only 0.121. There is a significant correlation between employee relationship network and job well-being, but this does not explain the predictive power of relationship network. The study uses multiple regression analysis to explore the predictive power of different relationships on job well-being. Taking employee relationship network as independent variable and job well-being as dependent variable, this study analyzes the predictive power of employee relationship network on job well-being.

Table 1. Correlation Analysis between employee relationship management and job well-being.

	Relationship	Employee organization	Employee colleague	Employee family	Employees friends	Employee superior
Work Happiness	Pearson correlation	0.327**	0.232**	0.121**	0.226**	0.322**
	Sig.(2-tailed)	0.000	0.000	0.000	0.000	0.000

** indicates a significant correlation at the 0.01 level (bilateral)

Table 2. Standard regression coefficient.

Model	Non standardized coefficient		Standardization coefficient	t	Sig
	B	Std. error	Beta		
(Constant)	2.217	0.517	-	4.290	0.000
Employee organization relationship	0.356	0.084	0.195	4.232	0.000
Employee colleague relationship	0.205	0.098	0.093	2.091	0.037
Employee family relationship	-0.043	0.082	-0.023	-0.525	0.600
Employee friend relationship	0.197	0.110	0.082	1.790	0.074
Employee superior relationship	0.481	0.112	0.196	4.305	0.000

The analysis results are shown in Table 2. The employee superior relationship, employee organization relationship and employee colleague relationship enter the regression equation, and the standard regression coefficients are 0.196, 0.195 and 0.093 respectively. Comparing the excluded relationships, it is found that employee family relationship negatively predicts job well-being, and the predictive power of employee friend relationship is greater than that of employee family relationship. Based on the above analysis, in the relationship network structure of ordinary employees, employee superior relationship, employee organization relationship and employee colleague relationship can fundamentally affect employees' job well-being, while employee friend relationship and employee family relationship have less predictive power.

Only from the perspective of beta coefficient, the predictive effect of friend relationship is inferior to that of colleague relationship, and the predictive effect of family relationship is the smallest, but it negatively affects job happiness.

Conclusions: The results of this study show that employee relationship stability management is the most important factor affecting employee well-being. To explore the action mechanism of employee relationship management and job well-being is intended to provide targeted guidance for fundamentally improving employees' job well-being, further improve employees' efficiency, stimulate employees' positive organizational behavior and improve their job performance, Finally, build an active organization.

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THE OPTIMIZATION OF THE APPLICATION OF GOODWILL VALUATION CUT-OFF METHOD UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

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Background: With the vigorous development of market economy, the competition among enterprises is increasingly intensified. Many enterprises have chosen m&a activities to expand business channels and open up new markets. As one of the ways for enterprises to develop rapidly, MERGERS and acquisitions play an important role in market economy. The evaluation of goodwill is also very important in economic activities such as m&a and reorganization. However, the measurement of goodwill has not formed a perfect measurement and evaluation system, and its accounting treatment has always been a hot topic in the field of accounting theory and practice. In most cases, the method of cutting difference is selected to calculate and evaluate the value of the goodwill of the enterprise merger, which standardizes the method and applicable conditions of the enterprise assets evaluation, which is helpful for the enterprise to measure the future benefit ability and development space of the acquired enterprise when making the merger decision. However, there are still some problems in the application of goodwill valuation cut-off method, so this paper analyzes and studies the optimization strategy of the application of goodwill valuation cut-off method under the background of social psychology, which is a major branch of psychology. It deals with psychological problems related to society. As we know, all social affairs have human factors in them, that is, psychological problems in them. The psychology of these subjects is social psychology. In contemporary psychological science, cognitive psychology and social psychology are most valued by people. Social psychology studies the development and change of individual psychological activities under specific social living conditions from the perspective of interaction between individual and society. Social psychology not only emphasizes the interaction between society and individuals, but also attaches importance to the discussion of social situations and the internal psychological factors of individuals. The research scope of social psychology involves individual social psychology and social behavior, social interaction psychology and behavior, group psychology and applied social psychology, that is, theory and method, social individual, attitude and behavior, social influence and application of social psychology and other fields. Therefore, it is of great application value to carry out optimization research on the application of goodwill valuation cut-off method in this social psychology background.

Subjects and methods: Based on the problems existing in the evaluation of corporate goodwill value by the method of cutting, this paper makes an in-depth analysis of the optimization strategy of the application of the method of goodwill valuation based on the consideration of various group relations.

Study design: This paper analyzes the problems existing in the evaluation of enterprise goodwill value by cutting method as the research basis, that is, this method can only reflect the numerical value, cannot reflect the specific component factors; Different calculation methods will lead to the deviation of the evaluation value from the actual value; It is one-sided to use only the value of the cut difference method as the final evaluation value. If the size of the enterprise is small, some goodwill value is not reflected; The disorder of industry affects the accuracy of goodwill evaluation. Based on the analysis of various social relations, this paper puts forward the optimization strategy of the application of goodwill evaluation cut-off method. On the basis of this, it is proposed to improve the objectivity of the evaluation results by taking into account the expert scores when using different calculation methods. Based on the standard formula, factors affecting the value of goodwill are considered comprehensively. Analyze the complex interpersonal relationship between employees, improve the management system, optimize the business ability of asset appraisers through a variety of ways; We will improve relevant laws and regulations in accordance with social conditions.

Methods of statistical analysis: Ten large enterprises were taken as the research objects, named 1-10 respectively, and the crawler technology was used to capture the data before and after the optimization of goodwill valuation cut difference method. The captured data were used as experimental sample data, and the experimental sample data were cleaned and repaired to improve the scientific nature and reliability of experimental results.

Results: The accuracy of goodwill assessment before and after the application of the cut-off method of goodwill valuation was compared, and the comparison results are shown in Table 1.

Analysis of the data in table 1, compared with before goodwill valuations are applied to optimize cutting differential method, this method is used to optimize the goodwill evaluation accuracy significantly increased, shows that the method has a very high reputation evaluation accuracy, because the method adopts the method of social psychology in this goodwill application strategy to optimize valuation cut differential method, thus has the high accuracy assessment.

Table 1. Comparison results of goodwill assessment accuracy.

Research object	Before optimization/%	After optimization/%
1	78.5	98.6
2	76.3	97.9
3	74.1	98.2
4	75.3	97.4
5	81.3	96.3
6	71.6	97.1
7	74.9	98.5
8	76.8	97.6
9	75.4	95.8
10	71.5	96.3

On the basis of the above experiments, the goodwill evaluation cycle before and after the application of the cut-off method is compared, and the results are shown in Table 2.

Table 2. Comparative results of good will assessment cycle.

Research object	Before optimization/min	After optimization/min
1	6.9	2.3
2	7.5	2.6
3	8.4	3.1
4	9.6	2.5
5	5.7	3.4
6	5.5	3.6
7	9.1	3.1
8	8.4	2.8
9	8.7	2.7
10	8.1	3.5

Analysis of the data in Table 2 shows that compared with before goodwill valuations are applied to optimize cutting differential method, using the method to optimize the goodwill evaluation cycle shortened obviously, shows that the method has shorter goodwill evaluation period, because the method adopts the method of social psychology in this poor reputation valuation cut method application strategy is optimized, thus effectively shorten the evaluation period.

Conclusions: Under the trend of globalization, many large-scale and long-established enterprises frequently carry out mergers and acquisitions and reorganizations in order to expand their scale. In addition to focusing on the current operating conditions of enterprises, they tend to focus more on the value created by intangible assets, such as goodwill. As we all know, accumulated goodwill can bring excess returns to enterprises, help enterprises make full use of their own advantages and widen the gap with competitors in the same industry. Therefore, it is very important to accurately understand goodwill and evaluate the value of goodwill. Therefore, this paper uses social psychology to optimize the application strategy of goodwill valuation cut-off method, and verifies the effectiveness of this method through experiments.

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ETHICAL AND LEGAL ISSUES OF ARTIFICIAL INTELLIGENCE IN COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a psychological trend of thought that arose in the west in the mid-1950s, and became a major research direction of western psychology in the 1970s. Cognitive psychology studies the higher mental processes of human beings, mainly cognitive processes, such as attention, perception, representation, memory, thinking and language. It is the mainstream of modern cognitive psychology to study the cognitive process from the viewpoint of information processing. In recent years, the application of cognitive psychology in the field of engineering is mainly manifested in artificial intelligence, multimedia production, computer image information processing, computer automatic classification, pattern recognition, image understanding, knowledge representation and utilization, etc. With the development of computer technology, cognitive psychology has been paid more and more attention by people from all walks of life, especially in the process of artificial intelligence product development and design, and has gradually become the focus of designers. The appearance of artificial intelligence agent morality has caused people to think about the traditional ethical system. With the continuous innovation of technology, the connotation of artificial intelligence is also constantly enriched, and its freedom and independence are improving day by day. As a result, ai has become more secure, and the traditional approach to ai design and application has fallen behind. People have raised doubts about the morality and moral direction of artificial intelligence. The human-machine integration of artificial intelligence may be more conducive to the establishment of artificial intelligence ethics, and the interaction and communication between human and machine has a progressive significance for the ethical dilemma caused by artificial intelligence ethics. Harmony between man and machine may be a way out of the dilemma of ai morality in the future.

Therefore, this paper makes an in-depth analysis of the ethical and legal issues of artificial intelligence in cognitive psychology, in order to provide important theoretical reference for the subsequent research and solution of the ethical and legal issues of artificial intelligence.

Subjects and methods: The rapid development of artificial intelligence in all fields of society brings opportunities but also causes a series of ethical problems and challenges. Therefore, this paper mainly discusses the ethical problems brought by artificial intelligence from multiple aspects and proposes corresponding solutions.

Study design: In order to achieve the healthy, rapid and orderly development of artificial intelligence, it is necessary to adhere to the people-oriented approach and deeply analyze the ethical and legal issues of artificial intelligence. Based on the theory of cognitive psychology, social trust is reconstructed. To ensure equitable public access to the benefits of AI development; Strengthening ai supervision and legislation; Strengthen the construction of ethical system, improve the ability of ethical review, strengthen privacy security protection; Strengthen the supervision of ai technology reports, improve the public's scientific literacy and other coping strategies, better provide related services, benefit human health.

Methods of statistical analysis: Questionnaires distributed to 100 experts network, the content of the questionnaire for the cognitive psychology and artificial intelligence ethics is strongly linked to legal problems, evaluation has not used the method before and after using the method of artificial intelligence ethics legal questions whether have been properly solved, divided into 10 points, highest rated said artificial intelligence ethics legal problem is settled very well, the lowest score is 0, indicating that the solutions to ai ethical and legal problems are ineffective and difficult to solve. After the questionnaire was distributed, 100 valid questionnaires were collected with an effective recovery rate of 100%. The 100 experts were divided into 10 groups on average, and the highest score and the lowest score in each group were removed. Finally, the average score was taken as the expert scoring result of the group.

Results: If the evaluation results of all experts are plotted in a table, the proportion of expert evaluation on whether cognitive psychology is closely related to the ethical and legal issues of artificial intelligence is shown in Table 1.

Analysis of the result in Table 1, 90% of the experts think the cognitive psychology and artificial intelligence ethics legal problems are very closely linked, with 6% experts think the cognitive psychology and artificial intelligence ethics legal issues is closely linked, with 3% of experts believe that the correlation of cognitive psychology and artificial intelligence ethics legal issues in general,

only 41% of experts believe that cognitive psychology has nothing to do with the ethical and legal issues of ARTIFICIAL intelligence. Therefore, this result proves the feasibility of using cognitive psychology to solve the ethical and legal issues of artificial intelligence.

On the above basis, the expert evaluation results without and after using the method in this paper were analyzed, as shown in Table 2.

Table 1. Proportion of expert evaluation.

Contact description	Number of people	Proportion/%
Very closely	90	90
More closely	6	6
General	3	3
There is no contact	1	1

Table 2. Expert evaluation results.

Expert group	Before using the method in this article	After using the method in this article
Group 1	5.3	9.1
Group 2	4.7	9.3
Group 3	3.8	9.3
Group 4	4.9	9.4
Group 5	5.7	9.5
Group 6	5.4	9.2
Group 7	5.8	9.7
Group 8	6.1	9.8
Group 9	4.2	9.6
Group 10	5.8	9.7

Conclusions: The appearance of artificial intelligence not only changes the old pattern of human beings, but also brings a series of ethical problems. The application of artificial intelligence technology is not contradictory with ethical concepts, the key lies in finding a more reasonable way to open in the trade-offs. Aiming at the ethical issues of artificial intelligence positioning, algorithm bias and social equity, responsibility division and privacy security, the paper prospectively proposes to effectively evaluate risks and benefits to realize the healthy and orderly development of artificial intelligence.

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THE LONG-TERM IMPACT OF HOUSEHOLD DEBT ON CONSUMPTION UNDER THE SITUATION OF HIGH HOUSE PRICES-FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: With the rapid expansion of the scale of personal consumer credit, some large urban residents in China have quietly become a group of high debt. The proportion of household debt in Beijing is as high as 122%, which has exceeded 115% of that in the United States in 2003. Experts pointed out that the high debt of families in big cities is mainly caused by high house prices. Financial debt ratio is an index to measure the family debt burden, which is equal to the ratio of family debt balance to family disposable income. In the traditional consumption theory, both absolute income hypothesis and relative income hypothesis, as well as the later developed lasting income hypothesis and life cycle theory, all agree that income is an important factor affecting consumption. However, subsequent studies found that the

permanent income hypothesis and life cycle theory put forward that residents' consumption depends on permanent income is inconsistent with the actual situation. Modern scholars generally believe that credit constraints make consumption sensitive to short-term income fluctuations, and credit constraints will have an important impact on the level of spot consumption. First, due to the existence of credit constraints, it is difficult for families to realize the intertemporal allocation of resources through borrowing, which makes residents' consumption vulnerable to short-term income fluctuations. Secondly, when residents face credit constraints, it means that when future income fluctuates, it is difficult for families to smooth consumption, adding uncertainty to the future. To cope with this uncertainty, residents can only choose to increase savings or curb consumption. From the current development situation in China, housing loans, automobile loans, education loans, medical loans and Internet consumer finance represented by credit cards, Huabai, borrow Bai, Jingdong Baitiao and interest installments are developing rapidly, and more and more people begin to enter the era of "debt consumption". Household debt has become a new driving force to promote household consumption. However, at the beginning of 2020, the "stop and stop production" caused by New Coronavirus pneumonia led to a large number of families who were in debt and lost their source of income under great mental pressure. In order to avoid a large area of breach of contract, the CIRC issued a notice on strengthening the banking industry's insurance industry financial services in conjunction with the New Coronavirus epidemic prevention and control work in January 26, 2020. "For those who have temporarily lost their source of income affected by the epidemic, we should give appropriate preference to credit policies, flexibly adjust personal credit repayment arrangements such as housing mortgage and credit card, and reasonably postpone the repayment period". This makes us wonder whether the role of household debt in promoting household consumption is sustainable? Does the large-scale and rapidly growing household debt hide systemic financial risks?

Because credit constraints have such a significant impact on family economic decision-making, this paper studies the long-term impact of family debt on consumption in the context of high house prices from the perspective of consumer psychology.

Subjects and methods: In this paper, the research takes home buyers as the research object to analyze the long-term impact of family debt on consumption from the perspective of consumer psychology.

Study design: In this study, 20 people in a city are taken as the research object, of which 10 are consumers in the context of ordinary house prices and 10 are consumers in the context of high house prices. In the sample selection, a questionnaire survey is conducted to set up questions about the impact of family debt on consumers' consumption psychology. A total of 20 questionnaires were sent out and 20 were recovered, with a recovery rate of 100%. Finally, 20 valid questionnaires were determined. The questionnaire contains 20 single choice questions and 20 multiple choice questions.

Methods of statistical analysis: In the analysis of questionnaire results, spss19.0 is used to statistically analyze the results of the questionnaire, and study the changes of household debt on consumers' consumption psychology under the situation of ordinary house price and high house price. Taking consumption ability, consumption level, restriction degree and psychological pressure as experimental indicators, this paper analyzes the long-term impact of household debt on consumption.

Results: In order to verify the effectiveness of this study, the results of the changes of household debt on consumers' consumption psychology under the situation of ordinary house price and high house price are shown in Figure 1.

According to the result analysis of the impact of household debt on consumers' consumption psychology under the situation of ordinary house price and high house price in Figure 1, under the situation of ordinary house price, consumers' consumption ability is 56%, consumption level is 50%, restriction degree is 20%, psychological pressure is 10%, while under the situation of high house price, consumers' consumption ability is 20%, consumption level is 15%, restriction degree is 60%, and psychological pressure is more than 60%, Consumers' consumption ability and consumption level are low, the degree of restriction is high, and psychological pressure is large. Therefore, family debt has little impact on consumers' consumption psychology under the situation of ordinary house price, while family debt has a greater impact on consumers' consumption psychology under the situation of high house price.

Conclusions: Housing debt cannot only alleviate credit constraints and improve household consumption, but also bring repayment pressure Squeeze later consumption. From the perspective of consumer psychology, the long-term impact of household debt on consumption under the situation of high house prices, it can be seen that household debt under the situation of high house prices has a great impact on consumers' consumption ability, consumption level, restriction degree and psychological pressure. Therefore, lower household debt can reduce consumers' restriction degree and psychological pressure, Improve consumers' consumption ability and consumption level. The analysis based on micro data makes us understand that we can do a lot of research on housing debt and consumption after considering family heterogeneity, and there are still many family characteristics for mining and classification research. Of course, these studies that can be further expanded are the shortcomings of this paper.
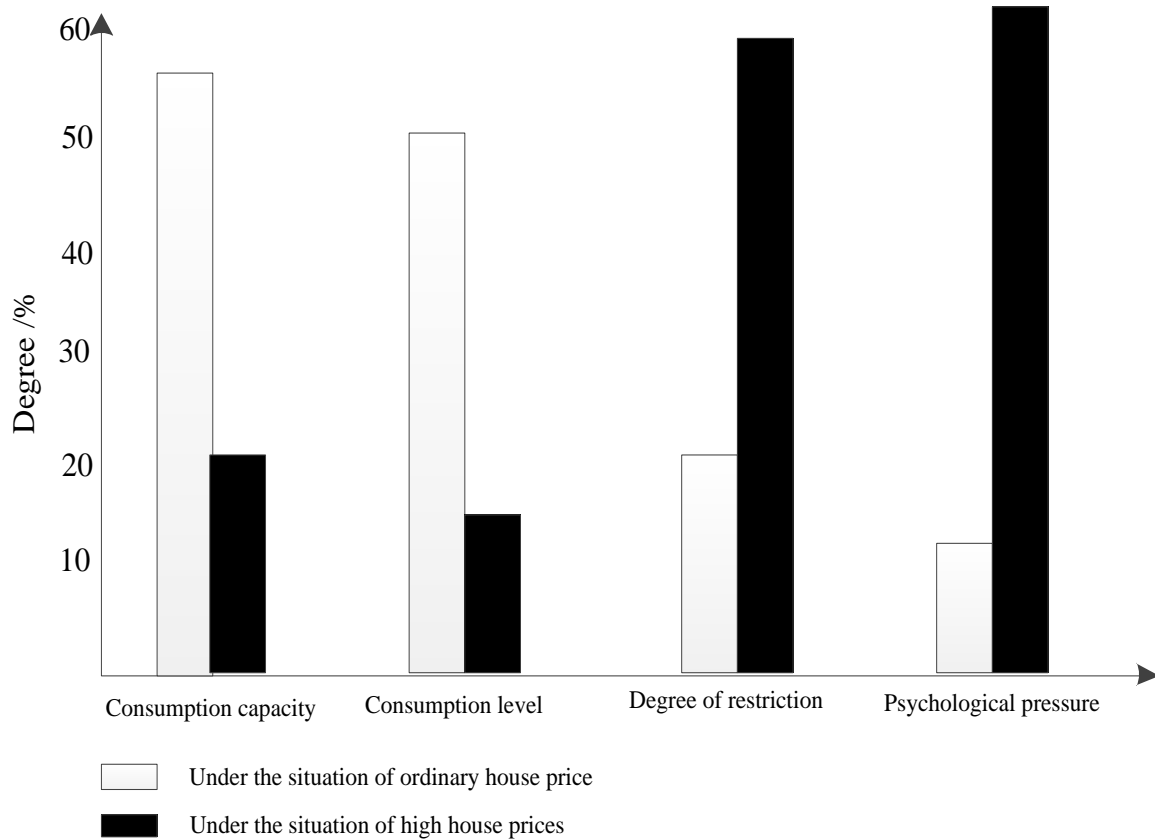
Figure 1. Analysis of the impact of household debt on consumers' consumption psychology under the situation of ordinary house price and high house price.

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APPLICATION OF GESTALT PSYCHOLOGY IN FASHION DESIGN

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Background: The word "Gestalt" originates from the research in the field of vision. Gestalt psychology is one of the modern western psychology schools, which is also translated into Gestalt psychology according to its original meaning. Gestalt psychology emphasizes the perceptual theory of overall analysis, advocates the use of perceptual activities to reconstruct the objective image, and its main contribution is applied to the field of visual perception and aesthetics. Clothing is a concept with multiple meanings. It not only protects and decorates the human body, but also a means for people to express themselves. Psychology is the science of studying biological behavior, packaging the body with materials other than itself. Such behavior is only available to humans on the earth. Therefore, the research on clothing is an essential part of the research on human behavior. The research entry point of Gestalt psychology is human visual psychology. Some specific research results it has achieved play an authoritative guiding role in the field of visual communication art. For a long time, fashion designers generally agree that it is very important to show the integrity and harmony of clothing. Scattered and non-integrated clothing will inevitably destroy people's sense of visual stability and make people feel that this clothing is "defective". Therefore, as a

visual art, fashion design needs to grasp the overall structure to give people a complete, unified and harmonious feeling. The basic elements of clothing include shape, color, material, etc. these visual elements can be in line with the law of human visual perception after reasonable arrangement. Only in this way can we produce visual beauty. The term Gestalt originated from the research in the field of vision. Gestalt psychology school has proved and summarized the law of human visual perception through a large number of experiments. Gestalt psychology believes that Gestalt effect has universal effectiveness, which can be applied to any scientific field such as psychology, philosophy, aesthetics and so on. Psychology is closely related to art. Many art theorists think they are inspired by psychological works and try to apply the new discoveries and achievements of modern psychology to the research of artistic creation. In the research of art and visual perception, a large number of psychological tests and psychological principles derived from the theory of Gestalt psychology have been applied. These experiments have laid a solid foundation for the current research of visual perception, especially the new methodology proposed by Gestalt psychology, which is of great significance to the field of art, especially to the development of design art. As an applied discipline, the research on fashion, color, fabric and technology occupies the main space of academic research on fashion design. However, if we study fashion design from the perspective of psychology, we will find that clothes that seem to focus on formal level and materialization are essentially an objective phenomenon created by people.

Therefore, Gestalt psychology has a certain impact on fashion design. This paper applies Gestalt theory to fashion design in order to improve the effect of fashion design.

Subjects and methods: This paper takes consumers as the research object to analyze the application effect of Gestalt psychology in fashion design.

Study design: In this study, 20 people in a city are taken as the research object. In the sample selection, a questionnaire survey is carried out. A total of 20 questionnaires were sent out and 20 were recovered, with a recovery rate of 100%. Finally, 20 valid questionnaires were determined. The questionnaire contains 20 single choice questions and 20 multiple choice questions.

Methods of statistical analysis: In the analysis of questionnaire results, spss19.0 is used to statistically analyze the results of the questionnaire, and the application effect of Gestalt psychology in fashion design and ordinary fashion design are studied. Taking satisfaction, visual aesthetics, modeling design and color matching as experimental indexes, the effect of fashion design is analyzed.

Results: In order to verify the effectiveness of this study, the application effects of Gestalt psychology in fashion design and ordinary fashion design are shown in Table 1:

Table 1. Comparative analysis of fashion design effect.

Index	Application effect of Gestalt psychology in fashion design/%	Application effect of general fashion design/%
Satisfaction	98	72
Visual aesthetics	95	80
Degree of modeling design	100	68
Color matching degree	92	50

According to the comparison between the application effect of Gestalt psychology in fashion design and that of ordinary fashion design in Table 1, the satisfaction of the application effect of Gestalt psychology in fashion design is 98%, the degree of visual aesthetics is 95%, the degree of modeling design is 100%, and the degree of color matching is 92%, which are better than that of ordinary fashion design, it shows that the application effect of Gestalt psychology in fashion design is good.

Conclusions: This paper studies the application of Gestalt psychology in fashion design, and compares the application effect of Gestalt psychology in fashion design with that of ordinary fashion design with satisfaction, visual aesthetics, modeling design degree and color matching degree as experimental indicators, it is verified that the Gestalt psychology studied in this paper has a good application effect in fashion design. To sum up, there is a huge space for the application of Gestalt theory in creative fashion design. Giving full play to the important value of Gestalt theory can create more magical visual effects, greatly enrich creative content and bring obvious economic benefits to the market. The application value of Gestalt psychology in creative fashion design has been obvious, which will provide richer connotation for creativity.

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COLLEGE STUDENTS' PSYCHOLOGICAL CRISIS SIGNAL RECOGNITION BASED ON DATA MINING

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Background: With China's attention to the development of education, the enrollment rate of college students is gradually increasing. College education has entered ordinary families, but due to the increasing pressure of study and employment, many college students have certain psychological problems. Psychological problems directly affect the mental health of college students, and the research on the identification of College Students' psychological crisis state can help college students' managers understand the psychological change trend of students, make certain intervention measures in advance, and ensure the mental health of college students. Therefore, the research on the identification of College Students' psychological crisis state has become the focus of current research. Data mining is mainly based on statistics, machine learning, artificial intelligence, pattern learning and other technologies. In the era of big data, data mining technology mainly analyzes the collected data highly automatically, and then makes inductive reasoning to mine potential patterns and knowledge. Data mining technology has its unique advantages over other technologies, that is, it can mine the information that causes students' psychological problems and is not easy to be found between statistical data. Data mining can also find the relationship between students' psychological problems and their basic information and the main factors leading to psychological problems from statistical data. Using this important knowledge to predict the mental health status of college students, provide a scientific basis for the prevention and solution of mental health problems, make the mental health education more targeted and effective, and improve the ability level of mental health education.

The purpose of this study is to study the psychological crisis signals of college students by using data mining technology. Deeply understand the mental health status of college students, build a mental crisis signal recognition system, and solve the mental health status.

Subjects and methods: Taking college students as the research object, this paper makes an in-depth analysis of College Students' psychological state by constructing college students' psychological crisis signal recognition system. The data mining technology is used to analyze and model the psychological crisis state data, and the identification model of College Students' psychological crisis state is established.

Study design: Firstly, this paper collects the psychological crisis signals of college students, and constructs the model by analyzing the attribute characteristics of each record in the database. The process of establishing the model is to randomly select the data subset used to construct the classification model from the sample set to form the training sample set, in which each data record is a training sample. Since the category number of each training sample is predefined, the process of constructing the model is a guided computer learning process.

Methods of statistical analysis: The data used in this paper comes from the relevant records in a university student psychological survey database. Analyze the collected data.

The specific process of BP neural network classification is to select the weight for each input in the graph. It is suitable for those with the following characteristics.

Question:

Step 1: input the original data of College Students' psychological crisis state signal and set it as the dependent variable.

Step 2: the factors that can cause psychological crisis to college students, such as academic pressure, interpersonal relationship and so on, are set as independent variables.

Step 3: the authenticity of the information can be identified by combining the output value of the objective function.

Step 4: confirm the accuracy of the obtained data.

Step 5: output the data of College Students' psychological crisis state, learn through the optimal parameters of BP neural network, fit the relationship between the identification characteristics and states of College Students' psychological crisis state, and establish the identification model of College Students' psychological crisis state.

Step 6: use test samples to verify the performance of College Students' psychological crisis state identification model, and output the results of College Students' psychological crisis state identification.

Results: To sum up, the steps are used for model construction and data analysis. Because the results of each training of BP neural network model are different, the test of accurate value has become the key to data analysis after a large number of experiments. After repeated accuracy test, the following data table is obtained.

Table 1. Accuracy of BP neural network.

Sample category	Normal		Abnormal	
Test result	1	0	1	0
Accuracy	0.9516	0.0124	1	0

The accuracy of BP neural network training is reflected in the above table. It can be seen that this method accurately improves the accuracy of College Students' psychological crisis identification system, improves the efficiency of College Students' psychological crisis identification, and has higher practical application value.

Conclusions: After years of development, data mining technology has achieved good results in the wide application of various fields, which is unmatched by other technologies and methods. Data mining technology is to mine the hidden laws and value content in the data to solve specific problems. Therefore, this paper proposes to introduce data mining technology into psychological crisis signal recognition, mine and analyze the causes of students' psychological crisis factors, and provide a scientific basis for early prevention and early intervention to control the emergence of campus psychological crisis. Students' psychological crisis directly affects students' mental health, and its research is of great value.

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TEACHING EFFICACY OF CHINESE AS A FOREIGN LANGUAGE TEACHER FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: With the continuous vigorous development of China's economy and the continuous enhancement of its comprehensive national strength, China's position in the world is also rising steadily. Her culture and language have attracted more and more foreign students, which has promoted the promotion and popularization of Chinese teaching all over the world. As the writing symbol system of Chinese, Chinese characters occupy a special position in the promotion of Chinese as a foreign language. The beauty of the structure of Chinese characters has stimulated people's enthusiasm for learning, but at the same time, because of its complex structure, Chinese characters are difficult to remember, write and recognize, which frightens many foreign learners. Especially in today's upsurge of Chinese, Chinese character teaching has restricted the development of teaching Chinese as a foreign language. The problem of "difficulty of Chinese characters" has become an indisputable fact and a new focus in the academic circle. In recent years, the research results of Chinese character teaching as a foreign language are quite rich, but because of its short research history, most researchers study one side and lack of systematicness, so the teaching efficiency is not high and the effect is not ideal. At present, although the research on Teaching Chinese characters as a foreign language has made some progress, it has also promoted the teaching of Chinese characters as a foreign language to some extent. However, in the actual teaching of Chinese as a foreign language, the problem of difficult Chinese characters has not been fundamentally solved, and the efficiency and quality of Chinese character teaching have not been greatly improved. Based on the existing research results of cognitive language psychology theory, combined with their own practical teaching experience and the results of traditional Chinese teaching research in China, this paper analyzes the characteristics, cognitive law and learners' cognitive psychology of Chinese characters, and reexamines the sense of efficacy of Chinese character teaching as a foreign language.

Based on the main line of how Chinese characters promote "recognition" and "writing", this paper studies and discusses the relationship between "recognition" and "writing", as well as the classroom operation steps and specific methods in the theory of cognitive psychology. In order to get an effective teaching model and operable methods, and provide some theoretical reference for the compilation of Chinese character teaching materials, serve the teaching of Chinese as a foreign language, and promote the more detailed, scientific and effective development of Chinese character teaching as a foreign language.

Subjects and methods: The position and development of teaching Chinese characters as a foreign language in teaching before the 1980s, there was no independent textbook for Chinese character teaching, which has always been an auxiliary part of intensive reading course. The content of teaching Chinese

characters as a foreign language is also integrated into intensive reading course, and it is mainly carried out in the basic stage. At that time, the general Chinese textbooks mainly focused on intensive reading, and the knowledge of Chinese characters was very little, and appeared in incidental forms. There were only simple strokes, stroke order, structural analysis and other contents. For font analysis, it only appeared in the new word list attached after class. After the later stage of the primary stage, the introduction of Chinese character knowledge was almost rare. The Chinese characters were separated from the basic teaching materials in the late 1980s and used with the matching teaching materials. At this time, the content of Chinese characters tends to be completer and more substantial than before. Academic experts have noticed the lagging status of the study of Chinese characters and jointly called for attention and Reform in view of its weak links. From the initial vassal stage to the stage of independent research, Chinese characters have become the focus of academic research. It can be said that this conference is a historic turning point.

Study design: Based on the analysis of the cognitive characteristics of Chinese characters and the problems of foreign learners in learning Chinese character writing, the author uses the existing achievements of Chinese character teaching and research as a foreign language, and increases the reliability of the research through data analysis.

A. Experimental purpose

This paper explores the relationship between "recognition and writing" through experiments, so as to provide some experimental basis for the smooth development of Chinese character teaching.

B. Subjects

The school of international education of XX University participated in two zero basic classes of Chinese courses, including 20 students, 13 students in the autumn of 2011 and 7 students in the spring of 2011, including 1 student from Bangladesh, 11 students from Saudi Arabia, 1 student from Zambia, 2 students from Kenya, 4 students from Pakistan and 1 student from Niger. All subjects' first language characters were Pinyin characters.

C. Experimental materials: 180 Chinese characters learned in the first semester of the primary stage were selected, and sentences were composed of these characters.

D. Test method

The subjects were divided into two groups according to whether they had Chinese character class or not. Group A had Chinese character class (after the phonetic stage, the subjects were taught Chinese characters by using the new method of separation of recognition and writing, more recognition and less writing). Group B has no Chinese character class (only students are required to recognize, not to write). The Chinese character recognition test is divided into two parts. The first part randomly shows the selected 100 Chinese characters from the learned Chinese characters for students to read. The second part uses the selected Chinese characters to form two short essays of about 30 words (30 different Chinese characters) for students to read. At the same time, record the correct number. Chinese character writing test: first, dictation, let the students write out according to the words or sentences they hear; 2. Give the scene or picture and let the students write the learned Chinese characters corresponding to the scene.

Methods of statistical analysis: According to the above method, the results are shown in Table 1.

Table 1. Statistics of test results.

Full name		Correct number			
		Single character reading	Passage recognition	Dictation	Picture dictation
Group A	Wang[**]	98	54	47	51
	Liu[*]	89	46	36	33
	Qian[**]	93	49	36	38
	Li[*]	97	52	46	48
	Zhao[**]	91	48	39	42
	Qi[*]	88	42	36	38
Group B	Ma[**]	85	39	30	33
	Li[*]	96	46	32	36
	Yang[**]	92	38	32	36
	Zhou[**]	97	39	30	35
	Qin[*]	99	30	28	31
	Jiang[*]	87	36	25	30

The comprehensive results obtained from the above results are shown in Table 2.

Table 2. Comprehensive results.

	Single character reading/%	Passage recognition/%	Dictation/%	Picture dictation/%
Group A	92.67	80.83	58.33	69.44
Group B	92.17	60.33	49.17	55.83

Results: It can be seen from the chart of test results that group A's performance in both reading and writing is significantly higher than that of group B, especially in dictation and picture reading writing. Moreover, the performance of short passage reading is higher than that of single character reading, and the performance of picture reading dictation is higher than that of single dictation. These data once again prove that in terms of difficulty, the "recognition" of Chinese characters is easier than "writing", Dictation with pictures is easier than dictation without pictures. In the task of Chinese character recognition, the incomplete information of some Chinese characters may be a stroke and an overall structural feature, which is enough to awaken the complete information about that Chinese character stored in learners' memory. At the same time, the above data also proves that the opening of Chinese character course is conducive to the common improvement of students' recognition and writing, because only by expanding students' cognitive range can more be output.

Conclusions: This paper studies the teaching efficacy of Chinese as a foreign language teacher from the perspective of cognitive psychology. In the process of human cognition, "recognition" and "writing" belong to two different cognitive levels respectively. "Recognition" is the recognition of information, and "writing" is the reproduction of information. Then there is the same relationship between Chinese character recognition and writing. The two represent two different aspects of Chinese character cognition, which are neither completely equal nor completely separated. In the specific process of Chinese character teaching, the two promote and complement each other. After predecessors put forward the method of "separating recognition from writing, recognizing more and writing less", it is further affirmed from the aspects of teaching effect and student evaluation. It further combines the cognitive characteristics of Chinese characters with the two aspects of "recognition and writing", and explains the application of iconicity and motivation of Chinese characters in teaching.

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APPLICATION OF COGNITIVE PSYCHOLOGY IN THE TEACHING REFORM OF ENVIRONMENTAL ART DESIGN AND THE CULTIVATION OF CREATIVE THINKING ABILITY

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Background: Design is inseparable from innovation. The so-called innovation means putting aside the old and creating new ones; Creative and innovative (Modern Chinese Dictionary). Some scholars define it as "creating valuable and unprecedented new material or spiritual products for the civilization and progress of human society"; "The practical ability to transform innovative ideas, theories and designs into valuable and unprecedented spiritual or material products is the innovative ability." while "environmental art design is a kind of creative object activity combining art and production technology", its essence is the practical process of transforming innovative ideas into physical objects. It can be seen that innovation and design are closely linked, and even innovation is the core and soul of design. Therefore, the cultivation of innovation ability should also be the core issue in environmental art design education.

From the perspective of cognitive psychology, this paper discusses how to cultivate students' innovative ability in the creative thinking ability of environmental art design education reform. Through the discussion of the discipline attribute of environmental art design, this paper obtains the characteristics of creative thinking in the process of environmental art design activities, analyzes the processing mode and psychological operation model of nonrandom creative thinking activities, puts forward that art and culture should pay attention to the promotion of design innovative thinking in environmental art design education, and points out the importance of cultivating rational thinking.

Subjects and methods: From the perspective of thinking and psychology, innovation ability mainly refers

to creative thinking and the ability to apply the results of creative thinking to practice, and its core is creative thinking. Creative thinking in environmental art design is different from that in pure art creation. It is more purposeful. It is a process of thinking processing such as a series of analysis, synthesis, abstraction, generalization and association according to the purpose of thinking, which involves the decomposition, extraction, integration, transformation and reconstruction of problem representation and the connection, integration and reconstruction with the original knowledge structure. Some scholars have put forward the thinking processing mode and psychological operation model of non-random creative thinking (creative thinking with clear purpose), in which the completion and Realization of creative thinking is through several cycles.

Study design: This paper studies the application of cognitive psychology in the cultivation of creative thinking ability in the teaching reform of environmental art design by constructing the thinking processing mode and psychological operation model, mainly by analyzing the creative thinking objectives, so as to determine the relevant, and then enter the topic table, and finally realize the problems that need to be solved, Be able to achieve goal problem solving through logical thinking analysis.

Methods of statistical analysis: The methods of thinking processing and psychological operation model designed in this paper realize the cultivation of thinking ability.

Results: As shown in Figure 1.
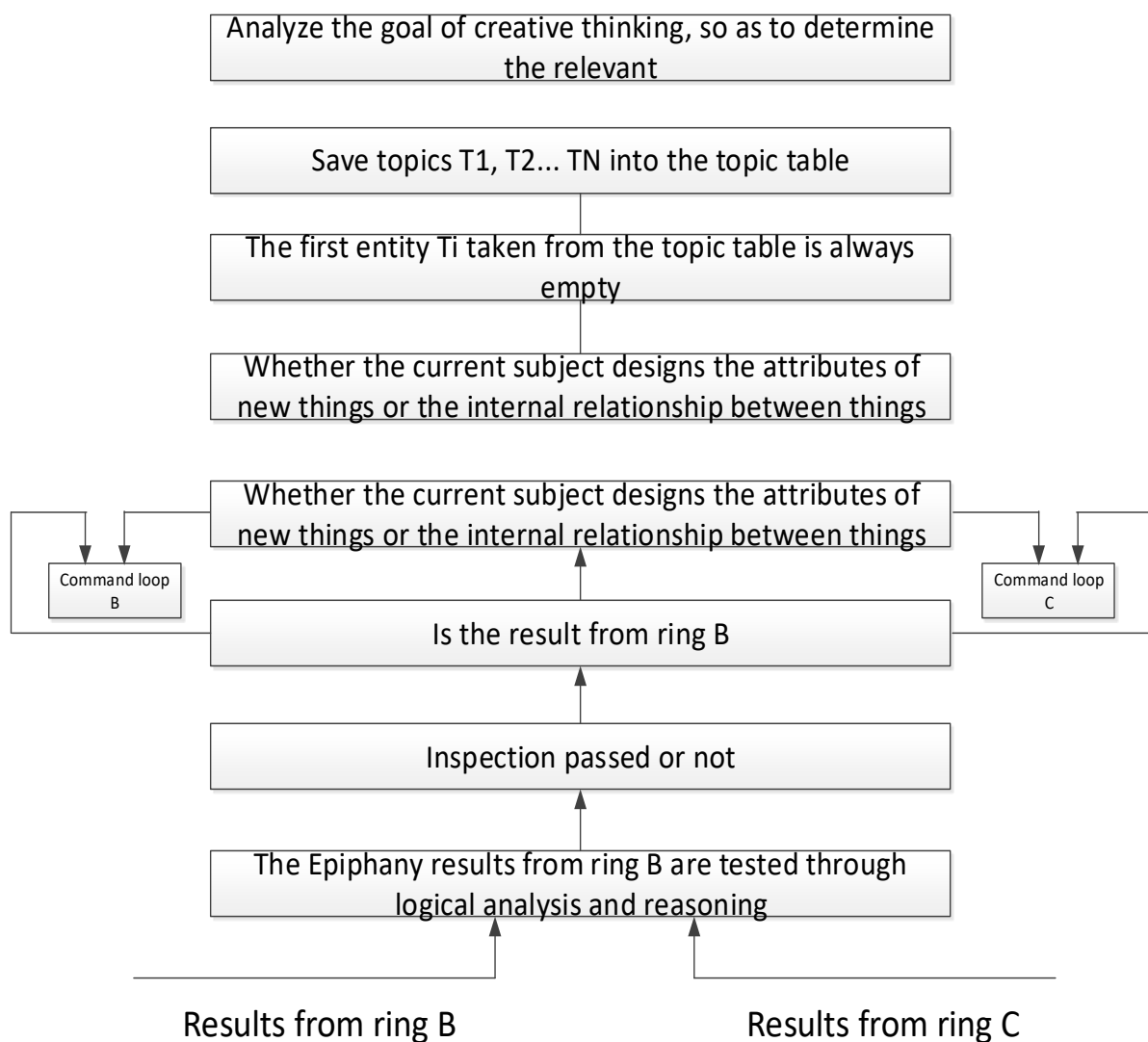
Figure 1. Thinking processing mode and psychological operation model.

When encountering problems to be solved, first analyze the purpose and the key problems related to the goal, namely the theme, through logical thinking, and decompose the theme into the brain in turn. When the subject is sent to the next level, ring B or ring C as a processing instruction, if it is related to the attributes of new things, it enters ring B for processing; If it is related to the relationship between things, enter ring C. In ring B, creative imagination is used to analyze, synthesize, summarize, associate and

reconstruct the appearance of things. In ring C, the thinking results of ring B interact with the original knowledge, and complex intuitive thinking is used to sort out and judge the relationship between things. This judgment is considered from the overall situation. It only pays attention to the connection between things rather than the specific details of things. When the thinking results of ring B and ring C return to ring a, they are demonstrated and tested through logical analysis and reasoning. If the topic is completed, the thinking system will put the results into the memory area, and then enter the thinking process of the next topic. Generally speaking, the process of creative thinking is not achieved overnight. Often, a theme needs to go back and forth between rings A, B and C several times.

The so-called inspiration and epiphany are not mysterious things, but when the thinking cannot associate the appropriate representation or the associated representation is too far from the requirements, the imagination processing of "transformation and reconstruction" cannot be completed. However, with the increase of exploration times, divergent thinking provides more and more ideas. Finally, through the transformation and reconstruction of the original representation, a thinking development phenomenon of "new representation" that meets the requirements of the current theme is created. Therefore, inspiration and insight are the process of continuous development of creative thinking.

Conclusions: Environmental art design is a high integration of science and aesthetics, technology and art, industry and culture under the background of post-industrial civilization. Therefore, environmental art design is no longer a simple artistic creation, it needs the support from science and technology. Moreover, after breaking away from the category of pure art, the thinking of social and psychological problems starting from the purpose of environmental art design has rational characteristics. Therefore, some science and engineering or natural science disciplines should be accommodated in design education to enrich students' rational thinking and knowledge framework, such as ergonomics, computer-aided design technology and so on. More importantly, in liberal arts education, we should pay attention to the exercise of students' rational thinking. For example, when paying attention to cultural psychological phenomena, we should not only let students speculate and exercise pure logical thinking, but should intervene in more empirical research methods to let students draw conclusions through their own investigation, experiment and other empirical methods according to the problems they need to solve. In this process, students need to analyze, compare and synthesize the complex factors through various forms of thinking, and finally draw a conclusion, which is more scientific and more in line with the objective reality. This will not only help students to think rationally and have scientific ideas, but also enhance students' practical creative behavior, which is of great significance to cultivate innovative ability.

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ANALYSIS ON THE PSYCHOLOGICAL HEALING EFFECT OF CLASSICAL MUSIC ON COLLEGE STUDENTS

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Background: In the progressive stage of social development and new changes, the mental pressure faced by the class is becoming more and more serious. The problems of Chinese people's theory and pressure are increasing. This pressure is not caused by natural disasters or disasters, but just common things in daily life. These trivial things pile up in the, gradually damaging their health, and even fatal to them. Excessive pressure will form physical diseases and gradually cause physical diseases. As the main force of the new generation of social construction, the mental health education of contemporary college students is directly related to the development and progress of the whole society. In recent years, the trend of globalization, diversification and modernization, as a double-edged sword, has virtually had some impact on the body and mind of contemporary college students. In particular, the great discussion of world outlook, values and outlook on life brought about by the cultural differences between China and the West has made contemporary college students, a new group, at a loss and become the "most confused generation".

Contemporary college students have frequent psychological problems such as anxiety and depression, addiction dependence and social fear. It is particularly important to guide students to release pressure, produce positive emotions, pay attention to the present, adjust their inner order and recognize their true self. Among them, the use of music to cure mental health problems is a psychological intervention method without side effects. Therefore, all sectors of society have launched research, trying to find solutions through some ways and methods, and use the universal applicability and strong appeal of music to improve students' mental health, which has a good application prospect.

Subjects and methods: Taking Contemporary College Students as the research object, this paper studies the impact of Chinese classical music on Contemporary College Students' anxiety through the method of experimental data comparison, innovates music therapy, popularizes the ways of music therapy and emotional mitigation methods, and improves the quality of college life.

Study design: With the gradual improvement of social level, the psychological pressure of contemporary college students in all aspects is increasing, and the anxiety is gradually rising. Music is used as a bridge to dredge the psychological transfer of emotion. This study focuses on the present, through the method of experimental data comparison, uses classical music to adjust the inner order, and analyzes the development and changes of College Students' psychological state before and after the intervention of classical music, so as to study the impact of Chinese classical music on Contemporary College Students' anxiety

Methods of statistical analysis: (1) Selection of survey feedback objects. Through the previous investigation of Anxiety Sources and complications, the major, emotional status, age, gender, family stress and learning status of college students were taken as controllable variables, and 3 students were randomly selected as the research object. Investigate the current situation (living condition and psychological condition) of experience users. (2) Three students (A, B and C) selected one kind of classical music to play randomly. During this period, the experimenter guided the language situation without any emotional intervention. After that, before each music selection, the user made an evaluation form on classical music feedback until the end of the six categories. The experimental feedback was once every three days for 36 days, 12 times and 2 cycles. The values in the measurement standard are expressed by correlation. The corresponding number is 1, which represents the upward trend of normal deviation, 0 represents the steady development state, and - 1 represents the downward trend of normal deviation.

Results: The final data integration is as follows:

Table 1. Data comparison of psychological healing effect of classical music on College Students.

	Time axis	1	2	3	4	5	6	7	8	9	10	11	12
	Sleep changes	0	0	-1	0	-1	-1	0	0	0	0	0	0
A	Appetite change	0	0	0	-1	-1	-1	-1	0	0	0	0	0
	Changes in work efficiency	0	0	0	0	0	0	-1	0	-1	1	1	1
	Sleep changes	-1	-1	-1	0	-1	0	0	0	0	0	0	0
B	Appetite change	-1	-1	0	-1	0	-1	0	0	0	1	0	0
	Changes in work efficiency	-1	-1	0	-1	0	-1	0	0	0	1	1	1
	Sleep changes	-1	-1	-1	-1	-1	0	0	0	-1	0	0	0
C	Appetite change	1	1	1	0	0	0	0	1	0	0	0	0
	Changes in work efficiency	-1	-1	0	0	0	0	-1	-1	0	0	1	1

From the straight-line statistical chart corresponding to the quantitative table of personal changes of college students and the quantitative table of changes in sleep, appetite and work efficiency of three students. The feedback effect of student a's work efficiency is the best; Student B's appetite improved and work efficiency increased; Student C's sleep and work efficiency fluctuated, while appetite increased and work efficiency increased.

Conclusions: Classical music therapy is different from traditional psychotherapy, which focuses on solving the difficulties brought by the past, improving the overall psychological function, and dealing with the current living, learning and working environment in an emotional healthy way. Classical music intervention therapy is both immediate and future oriented. It can advance forward, relieve tension and relieve pressure. Through the functions of music empathy, empathy and assimilation, we can go deep into people's subconscious and guide and construct a healthy personality. Classical music intervention has both physiological and psychological effects. In terms of physiology, it can regulate the cardiovascular and cerebrovascular system, endocrine system, respiratory system, motor system and digestive system of the human body through soft or passionate music stimulation, so as to make each system of the human body reach a balanced state. In terms of psychology, music works can express human emotions. People can experience different emotions such as excitement, happiness, sadness and loneliness from classical music. Classical music can affect people's emotions, which affect people's nervous system, and then map emotions into people's body. Take music as the carrier, use music to regulate human emotion, improve stress resistance and improve mental sub-health.

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A STUDY ON THE CONSTRUCTION AND DEVELOPMENT OF ORAL ENGLISH PRODUCTION MODULE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: From the perspective of cognitive psychology, combined with the author's actual teaching experience, through the comparison of cognitive differences between native children and foreign adult learners and the cognitive characteristics of oral English, this paper reexamines the relationship between "recognition" and "writing" in Chinese character teaching in the primary stage of oral English, and explores the treatment of cognitive units in oral English teaching. This paper attempts to explore the optimization mode of oral English Teaching in order to serve oral English teaching. With the development of linguistics and information science, cognitive psychology developed from some European and American countries in the 1950s and 1960s. On the basis of English language research, the academic community has carried out in-depth discussion on the cognitive law of oral English since the 1980s, and achieved fruitful results. At the same time, it has also made oral English research and teaching move forward to a new stage. Inspired by the research results of cognitive psychology, scholars have turned their attention to the study of oral English teaching from the perspective of cognitive psychology. During this period, the research enthusiasm on the cognitive characteristics of oral English was unprecedented, and a large number of research results came into being.

As a science, cognitive psychology belongs to a main school of psychology. The main research object is the cognitive process in human psychological phenomena, which belongs to an important part of cognitive science in a broad sense. Saussure's cognitive psychology explains it as: "Cognitive psychology studies how we obtain the information of the world; how this information is represented and transformed into knowledge; how it is stored; and how knowledge is sometimes used to guide our attention and behavior. It involves the whole range of psychological processes - from perception to perception, pattern recognition, attention, learning, memory, concept formation, thinking, representation, memory, language, emotion and development process, but also runs through all fields of behavior.

Therefore, this paper studies the construction and development of oral English production module from the perspective of cognitive psychology.

Subjects and methods: (1) Using the literature retrieval method, the author has collected and sorted out the research results of many disciplines such as pedagogy, psychology and cognitive psychology, studied the latest teaching and scientific research results of oral English teaching, sorted out the research materials of the paper, constructed the research content of the paper and completed the relevant research with a dialectical attitude and combined with his own views.

(2) Experiment and questionnaire. On how to deal with the relationship between "recognition" and "writing" of Chinese characters, the author has carried out teaching test on the learners he teaches and questionnaire survey on the teaching effect of students, and further demonstrated the viewpoint of "separation of recognition and writing, more recognition and less writing" with detailed data analysis.

(3) Comparative analysis. This paper analyzes the cognitive characteristics of foreign learners and Chinese learners, finds out the similarities and differences between them through comparative analysis, and explores the teaching model suitable for Chinese learners.

(4) Data analysis method. In analyzing the cognitive characteristics of oral English output and the problems of foreign learners in learning oral English, the author uses the existing achievements of oral English teaching and research to increase the reliability of the research through data analysis.

Methods of statistical analysis: In order to compare the completion indicators of the two groups, the oral English output module is analyzed. Psychologists have done relevant experimental research on the development of children's conscious memory and unconscious memory, using 15 cards, which are familiar to children, including fruits, indoor things, etc. After showing the card, ask the children to make conscious and unintentional memorization, and record the recall effect. Table 1 shows the accuracy of two different memories.

Results: According to table 1, the correct rate of conscious memory of children in small class is 4.0%, and the correct rate of unconscious memory of children in small class is 4.0%; The correct rate of conscious memory of middle class children was 9.6%, and the correct rate of unconscious memory of middle class children was 4.8%; The correct rate of conscious memory of large class children was 11.1%, and the correct rate of unconscious memory of large class children was 8.7%; The correct rate of conscious memory was 13.0% and that of unconscious memory was 12.4%; The correct rate of conscious memory of middle school students was 13.4%, and the correct rate of unconscious memory of middle school students was 14.3%; The correct rates of conscious memory and unconscious memory were 13.2% and 14.1% respectively; The overall analysis shows that the adult stage, whether unconscious or conscious, is significantly better than that in

children. In teaching practice, for children, we should make use of the characteristics of unintentional memorization and choose what students are interested in to attract students' attention. However, for adult students, it is obviously very purposeful for learning. We should make full use of their conscious memorization and make understandable input, but we can't ignore the use of unintentional memorization at the same time.

Table 1. Accuracy of two different memories.

Class	Correct rate of two different memories/%	
	Unconscious memory	Conscious memory
Small class children	4.0	4.0
Middle class children	9.6	4.8
Large class children	11.1	8.7
Pupil	13.0	12.4
Middle school student	13.4	14.3
Adult	13.2	14.1

Conclusions: From the perspective of cognitive psychology, this paper analyzes the cognitive characteristics of oral English, compares the cognitive differences between native children and domestic adult learners, draws lessons from the effective experience of native children in English learning, and combines the actual oral English teaching experience of collaborators on the basis of previous studies, Re-examine the relationship between recognition and writing in oral English teaching, and explore the optimization mode of oral English teaching, in order to serve oral English teaching and promote the faster and better development of oral English.

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ON THE PSYCHOLOGICAL CHANGES AND INTROSPECTION OF OIL PAINTING AUTHORS IN JIANGSU FROM THE PERSPECTIVE OF FREEHAND OIL PAINTING

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Background: China's Early China simultaneous interpreting and painting were closely related to religion. It was introduced into China with religion. But this art form, which is different from the aesthetic appreciation of Chinese traditional art, is difficult to take root after it was introduced into China. At the beginning of the 20th century, the domestic democratic thought continued to grow, and a large number of intellectuals began to try to achieve the goal of saving the country and strengthening the country through the rise of culture. Therefore, many artists also went to European countries and the United States to study and return home after study, which made China's first batch of oil painters embark on the road of integration of Chinese and Western painting in a real sense, this also marks the official development of the Sinicization of oil painting. Since the reform and opening up in the 1980s, China's economy has developed rapidly and the social environment has changed dramatically. Affected by this, freehand oil painting has also become an art form pursued by more and more artists. While the theory and technology have developed rapidly, many adverse phenomena have appeared in the field of freehand oil painting creation one after another. These problems originated at the end of the 20th century. China has entered a new period of reform and opening up. Western culture has impacted our local culture, resulting in a misinterpretation of the freehand brushwork spirit. In oil painting, we blindly pursue details, resulting in insufficient innovation and lack of creative enthusiasm. The domestic research on freehand oil painting began as early as oil painting entered China. With the development of time, the concept became more and more clear. Today, more and more artists pursue the innovation of freehand oil painting language. Therefore, the research results on the noumenon of freehand oil painting emerge one after another. Although freehand oil painting still has many bad phenomena, However, out of their devotion to art and love for traditional culture, there are still a large number of artists who adhere to the integration of cultural genes and constantly interpret freehand oil painting from different perspectives and techniques according to their own unique experience. This also

makes the creation of Chinese contemporary freehand oil painting more diverse, and the theory and language of freehand oil painting are also maturing with the development.

This paper aims to study the psychological changes and Introspection of oil painting authors in Jiangsu under the theoretical background of freehand oil painting. Based on the psychological changes of Jiangsu oil painting authors when creating freehand oil paintings, as well as the continuous introspection obtained from freehand oil paintings in the process of creation.

Subjects and methods: This paper takes the current Jiangsu oil painting creators as the research object, analyzes the psychological changes of Jiangsu oil painting creators in the process of creation, and analyzes their psychology and introspection through the theory of freehand oil painting combined with the mental process of Jiangsu oil painting creators.

Study design: In this study, 20 freehand oil painting creators in Jiangsu Province are taken as the research object, of which 10 have senior oil painting creation titles. Considering the sorting of sample size and later analysis in this study, the creators selected are more famous freehand oil painting writers in Jiangsu Province. In the sample selection, a questionnaire survey was conducted to set up the problems affecting their creative psychology and introspection in the process of freehand oil painting creation. A total of 20 questionnaires were sent out and 19 were recovered, with a recovery rate of 99%. Finally, 18 valid questionnaires were determined. The questionnaire contains 40 single choice questions, 20 multiple choice questions, and the rest are free choice questions.

Methods of statistical analysis: In the analysis of questionnaire results, spss19.0 is used to statistically analyze the results of the questionnaire, and the psychological changes and Introspection of freehand oil painting creators in Jiangsu Province are studied. The questionnaire designs the psychological motivation of freehand oil painting creation, the degree of emotional influence in the creation process, and the influence of the created works on their own introspection.

Results: In order to verify the effectiveness of this study, the results of psychological changes of freehand oil painting creators in Jiangsu Province are shown in Figure 1.
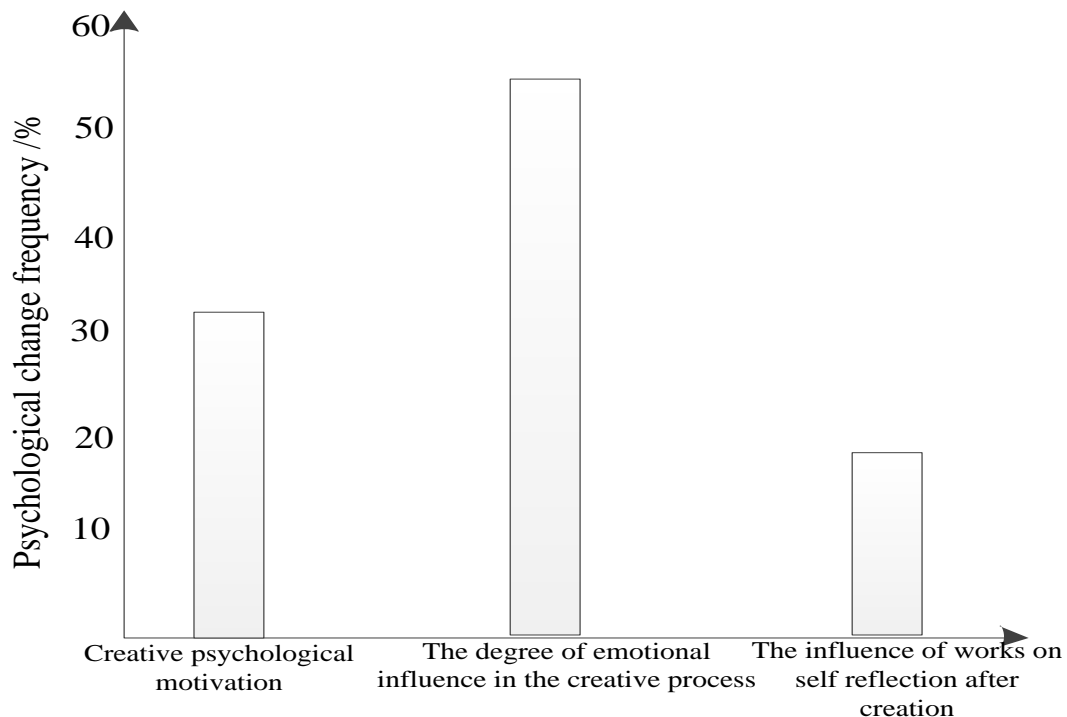
Figure 1. Result Analysis of psychological changes of freehand oil painting creators in Jiangsu Province.

By analyzing the results of the psychological changes of the creators of freehand oil painting in Jiangsu Province in Figure 1, it can be seen that in the process of psychological changes of the creators of freehand oil painting in Jiangsu Province, the psychological motivation of freehand oil painting creation is about 31%, the degree of emotional influence in the creation process accounts for about 55%, and the impact of the created works on their own introspection accounts for about 19%, In contrast, it can be seen that the early and middle stages of freehand oil painting authors in Jiangsu Province are the main support to promote their creation, and the proportion of introspection after creation is lower than the first two. This shows that the main driving force of freehand oil painting creators' creation is the early creation motivation and the middle

creation emotion. After the creation, their introspection of oil painting is also one of the links. Therefore, the psychology of freehand oil painting creators in Jiangsu Province is the key to their creation.

In order to improve the quality of freehand oil paintings, this paper makes a further in-depth analysis on the different stages before and after the introspection of freehand oil painting creators in Jiangsu Province. The results are shown in Table 1:

Table 1. Test results of Jiangsu freehand oil painting creators before and after introspection.

Total score	Score mean		n		Standard deviation		Standard error of mean	
	Experience group	Control group	Experience group	Control group	Experience group	Control group	Experience group	Control group
Post-test of total score Creative scene recognition	28.5	20.5	6	6	9.2	8.3	3.1	4.5
	13.1	12.1	6	6	8.5	9.0	2.6	5.2
Introspective pretest Creative scene recognition	72.2	62.2	6	6	9.4	8.5	3.4	7.5
	65.3	53.3	6	6	9.2	7.5	3.8	8.8
Introspective posttest	81.2	69.2	6	6	9.6	5.3	4.6	6.6

By analyzing the experimental results data in Table 1, it can be seen that when freehand oil painting is created, the introspection is pre-test and post-test. Among them, the results of creative scene recognition and introspection in the pre-test are lower than those in the post-test. It can be seen from the experimental result data that when introspection is improved, it has been significantly improved.

Conclusions: From the study of freehand oil painting on the psychological changes and Introspection of oil painting authors in Jiangsu, we can find that the psychological changes and introspection test of freehand oil painting authors in the process of creation can improve the effect of their creation. Therefore, the freehand oil painting author's creation process and creation, through the analysis of psychological changes and introspection, will help the author's creation.

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INNOVATIVE EXPLORATION AND APPLICATION OF IDEOLOGICAL AND POLITICAL EDUCATION MODEL IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The purpose of Ideological and political work is to establish morality and cultivate people. In the practice of Ideological and political work, its substantive work is to study people and their cognitive and psychological changes. The practical effect is closely related to personal psychological needs and personal cognitive structure. The common ground between educational psychology and ideological education is embodied in acceptability, subjectivity, living and innovation. Educational psychology can treat ordinary people with an appreciative vision under the guidance of psychologists. It can explore people's inherent excellent quality and enable people to constantly explore their own potential.

Educational psychology provides a new research perspective for ideological and political education in colleges and universities, and can provide enlightenment for further activating the endogenous driving force of Ideological and political education in colleges and universities. It is necessary and feasible to explore the application of educational psychology in Ideological and political education in colleges and universities. On the one hand, applying educational psychology to ideological and political education in Colleges and universities will not only help to promote the positive transformation of the concept of Ideological and political education in Colleges and universities and enhance the affinity of the content of Ideological and

political education, but also help to improve the effectiveness of Ideological and political education methods, and then help to promote the realization of the individual function of Ideological and political education. On the other hand, educational psychology and ideological and political education in colleges and universities have many similarities, such as humanistic care in concept, complementary in ways and methods, and similarity in educational objectives.

Subjects and methods: This paper takes college students as the research object, based on the innovation of Ideological and political education model in Colleges and universities, expounds many theories of educational psychology, and uses questionnaire survey as a means to deeply analyze the ideological and political teaching in Colleges and universities from the perspective of educational psychology, so as to determine the writing ideas and logical structure of this study.

Study design: This study attempts to find the coincidence point between educational psychology and ideological and political education in colleges and universities from the perspective closer to the all-round development of students, and explore more specific application ways, in order to promote the application research of educational psychology in Ideological and political education in colleges and universities to a certain extent. In order to deeply understand the influence of educational psychology on Ideological and political teaching in Colleges and universities, this paper analyzes the educational psychological factors among teachers, students and the communication between teachers and students in Ideological and political teaching in Colleges and universities by means of questionnaire. Strengthening the application research of educational psychology in Ideological and political education in colleges and universities can alleviate students' resistance to ideological and political education to a certain extent, increase students' recognition of Ideological and political education, and then improve the effectiveness of Ideological and political education in colleges and universities.

Methods of statistical analysis: 500 questionnaires were distributed and 458 valid questionnaires were recovered, with an effective rate of 91.6%. Random sampling method is adopted. The survey covers freshmen to seniors and students majoring in arts, science and engineering, including economics, civil engineering, energy, electricity, Japanese, English, Chinese language, law and ideological politics.

Summary of the questionnaire: The questionnaire includes teachers' psychology, students' psychology and teachers' psychology in the communication between teachers and students. In terms of teachers' Ideological and moral qualities, that is, teachers' Ideological and moral qualities, noble morality is the most typical form of teachers' personality charm and the "soul of personality charm". It often imperceptibly affects students' thoughts and behaviors, undoubtedly plays a significant exemplary role for students, and is the ideological guarantee for the teaching quality of Ideological and political courses.

Results: The following table data can be obtained through survey statistics.

Table 1. What kind of Ideological and political teachers do you like according to personal qualities.

Teacher type	Frequency	Percentage	Effective percentage
Academic knowledge type	58	12.7	12.7
Intelligent thought type	128	27.9	27.9
Practical skill type	38	8.3	8.3
Moral fashion type	56	12.2	12.2
Humorous type	178	38.9	38.9
Total	458	100.0	100.0

Table 2. People in your mind who have the greatest impact on their ideological and political theory literacy.

Type	Frequency	Percentage	Effective percentage
Classmates and friends	208	45.4	45.4
Professional course teacher	70	15.3	15.3
Ideological and political teachers	156	34.1	34.1
Counselors and department leaders	24	5.2	5.2
Total	458	100.0	100.0

Through the analysis of the survey results in Table 1, in terms of teachers' academic charm, that is, professional quality, teachers with extensive knowledge and profound theoretical accumulation can have common topics and lasting impact entry points with students, and can better maintain the far-reaching

impact of teachers' charm on students. However, the survey found that only 12.7% of students like academic knowledge teachers. It can be seen that the charm of Ideological and political teachers' knowledge theory has not really been brought into play, and the knowledge theory needs to be enriched.

The data analysis in Table 2 shows that teachers should be good at creating an active classroom atmosphere and pay attention to the psychological influence of their peers. College Ideological and political teachers' treatment of the relationship between teachers and students in the teaching process will directly affect the classroom atmosphere. At the same time, they can also see the relationship between individual psychology and group psychology, which is also a part of dealing with the relationship between teachers and students in the teaching process.

Conclusions: To sum up, this study analyzes the innovative exploration and application of the working mode of Ideological and political education in colleges and universities from the perspective of educational psychology. Educational psychology, as a new trend of psychology studying human virtue and strength, is properly applied to the ideological and political education in Colleges and universities, which brings important enlightenment to the innovative development of the theory and practice of Ideological and political education in Colleges and universities, and helps to enhance the enthusiasm, experience and development of ideological and political education in Colleges and universities, It conforms to the trend that ideological and political education in Colleges and universities increasingly emphasizes humanistic care.

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RESEARCH ON URBAN ROAD LANDSCAPE PLANNING METHOD FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

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Background: As one of the most intuitive and understandable visual elements of urban style, urban color has always been widely concerned by the public. Color itself belongs to the aesthetic category, and the aesthetic standards of cognitive subjects are different. Therefore, since the formation of the city, there have been different opinions on the beauty and ugliness of urban color, which also poses a problem for the planning and research of urban color. At present, China's urban construction is in a period of rapid development. While paying attention to functional layout, traffic problems and public facilities construction, people begin to pay more and more attention to the urban image and urban quality. A high-quality urban environment can increase residents' sense of belonging and pride, improve the quality of life, increase the comprehensive competitiveness of the city, and provide a guarantee for the healthy and sustainable development of the city. As an intuitive element affecting the quality of urban style, the visual quality of urban color should also become one of the standards to evaluate the quality of urban style. From the current situation of urban construction in China, most cities not only do not have the color style in line with their own characteristics, but also have the phenomenon of color abuse and similar color style.

Buildings with too bright colors or large advertising signs in the city are full of people's sight. They are seriously disconnected from the surrounding color environment, and even have a negative psychological impact on people living and working here, causing people to have irritability and even psychological panic. This kind of color is often called "manic color". The problem of manic color has become a basic problem to be solved in urban color, which is much more important than aesthetic and cultural problems. In addition, with the mass production of building materials and the lack of design, the urban color style tends to be the same, and the urban style loses its individuality and regionality. The above reasons are also the main reasons for various large and medium-sized cities to carry out special urban color planning in recent ten years. Therefore, this paper puts forward the research method of urban road landscape planning from the perspective of color psychology. This paper analyzes the role of color psychology in urban road landscape planning, and studies its analysis methods.

Subjects and methods: In order to realize the research of urban road landscape planning method, this paper takes a main road in a certain place as the research object, and makes a reasonable color matching and setting of the landscape on both sides of the road section. The road has a total length of 500 meters. 10 advertising columns, 10 flower beds and 5 urban road signs are set on both sides of the road. These are taken as the landscape settings of this study. Through the selection of advertising column color and flower bed planting plants, three colors of red, yellow and green are also selected for certain matching, and the urban road signs are uniformly set as blue.

Study design: The survey method selected in this study is mainly questionnaire. The questionnaire mainly adopts the combination of reference and self-made. Set a score of 1-5 for the interview of objective questions in the questionnaire, and interview the respondents with fixed urban road landscape color planning questions. It mainly includes the rationality of urban road landscape color matching, the integration of color and the surrounding of urban roads, etc. the remaining questions are open-ended questions to determine the respondents' satisfaction with the current urban road landscape planning. This time, 20 questions were set, 200 questionnaires were distributed, 198 were recovered, and the success recovery rate was 98%. The test-retest reliability of the questionnaire was 0.47-0.73, the split half reliability was 0.68-0.77, and the homogeneous reliability was 0.44-0.63, $P < 0.01$.

Methods of statistical analysis: In order to make the planning method in this paper have a certain reliability, SPSS13.0 is used to statistically analyze the questionnaire. In order to test the reliability of the questionnaire, this study sets up the question of high similarity when compiling the questionnaire, so as to test the validity of the sample questionnaire. The data were analyzed by t-test, correlation analysis, one-way ANOVA, LSD test and other methods using IBM SPSS statistics 26.

Results: Multivariate analysis of variance was used to test the results of different questionnaire respondents, as shown in Table 1.

By analyzing the experimental results in Table 1, it can be seen that after the questionnaire survey, the multi factor variance evaluation of the rationality of the color of urban road landscape planning has a good effect. In the rationality of color collocation, the evaluation effect of variance factors between the experimental group and the control group is relatively close, indicating that the respondents agree with the color collocation of the sample urban road landscape planning; In the experiment in which the respondents believe that the color matching is unreasonable, there is a large gap between the results of the two groups, indicating that the respondents do not agree with the color matching of the sample urban landscape planning, indicating that the respondents have different views on the color matching due to the differences of psychological factors.

Table 1. Multi-factor analysis of variance of urban road landscape planning index (F).

Dimension	Rationality of color matching		Unreasonable color matching	
	Experience group	Control group	Experience group	Control group
1	0.85±1.85	1.30±1.72	12.50±2.30	11.30±2.45
2	0.45±2.55	1.64±2.44	12.23±4.24	11.35±2.30
3	3.10±2.55	3.10±3.21	8.14±2.50	9.35±0.32
4	5.25±4.07	5.32±4.55	15.95±4.21	16.03±3.55
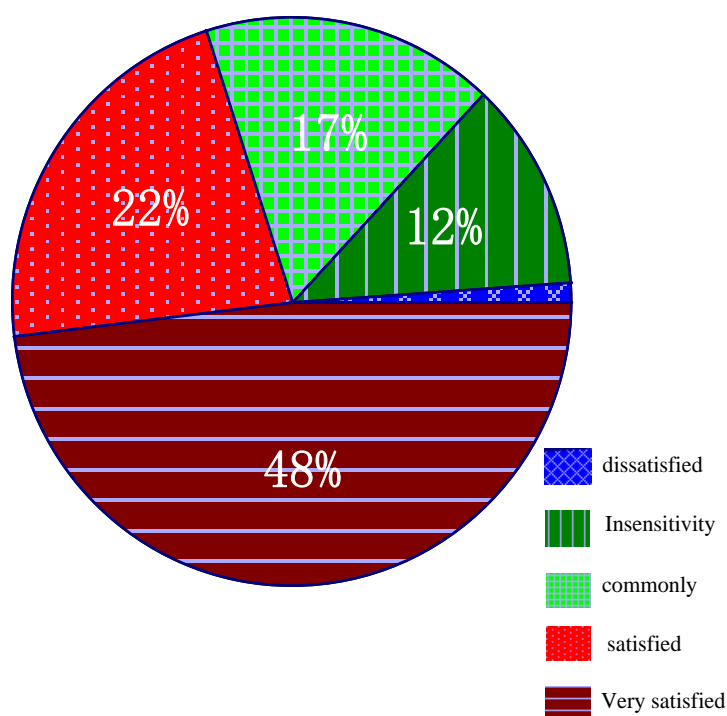
Figure 1. Analysis of respondents' satisfaction with urban road color planning.

In urban road planning, the color matching should meet the needs of the masses and integrate with the city. Therefore, the satisfaction of the respondents was analyzed in this survey, and the results are shown in Figure 1.

By analyzing the experimental results in Figure 1, it can be seen that in the analysis of respondents' satisfaction with urban road color planning, most respondents are highly satisfied with the sample urban road color planning, about 48%, and the dissatisfied respondents are 1%. In contrast, the planning method considering color matching in this paper can effectively carry out planning.

Conclusions: Color psychology is a science that studies the relationship between color and human psychology. It is often used in the field of color application. Color psychology is the subjective reflection of the objective world. Color psychology through vision, from perception, emotion to memory, thought, will, symbol and so on, its response and change are extremely complex. Therefore, this paper analyzes the urban landscape planning method from the perspective of color psychology, and finds that the psychology of the audience should be considered in planning, so as to improve the quality of urban construction.

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THE DEVELOPMENT DILEMMA AND OPTIMIZATION MECHANISM OF COLLEGE ENGLISH TEACHER COMMUNITY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology plays an important role in the development and promotion of education. Since the 1990s, China's social economy has developed rapidly. At the same time, the education industry has also received extensive attention and full development. Educational psychology has gradually attracted the attention of the educational community. Among them, educational psychology accounts for a large part of the internal driving force of College English teachers' development. Focusing on the development dilemma and optimization mechanism of College English teachers from the perspective of educational psychology, this paper discusses the problems existing in College English teachers' professional development, mainly including English teachers' educational concept, independent development direction and ability, cooperative development consciousness and so on. This paper analyzes the optimization mechanism of College English teachers' professional development, that is, changing teaching ideas, strengthening teaching practice and scientific research ability, observing, reflecting, exploring and researching teaching, and improving subject teaching ability and scientific research ability through individual efforts and group cooperation.

This paper analyzes the problems existing in the development of College English teachers from the perspective of educational psychology, discusses the causes, and puts forward the corresponding solutions.

Subjects and methods: This paper studies the current situation of the development of College English teachers, integrates some excellent scientific research achievements, systematically combs and regularizes the restrictive factors of College English teachers' professional development from the perspective of educational psychology, and the internal mechanism of English teachers' professional development in administrative colleges and universities. On this basis, it puts forward some suggestions to optimize the development mechanism of College English teachers, which points out the direction for us to better solve the development dilemma of College English teachers and optimize the development mechanism of College English education.

Study design: through the analysis and investigation of the development dilemma and optimization mechanism of College English teachers from the perspective of educational psychology, this paper puts forward relative optimization methods in real time for some problems in professional development, so as to provide a certain theoretical and practical basis for the optimization research of College English teachers' professional development in China. It has played a certain role in further solving the development dilemma of College English teachers and optimizing the mechanism system of College English teachers

Methods of statistical analysis: This paper adopts a classified research method to analyze the participating College English teachers from the aspects of unreasonable professional title structure, uneven age of teachers and unbalanced proportion of men and women.

Results: the development dilemma and optimization mechanism of College English teacher community from the perspective of educational psychology are shown in Tables 1, 2 and 3.

Table 1. Composition of professional titles of college English teachers of different ages from the perspective of educational psychology.

		Age stratification			Total/%
		Below 35/%	35-45/%	Above 45/%	
Title	Primary	48.3	-	-	28
	Intermediate	44.8	57.9	-	48
	Senior	6.9	42.1	100	24
Total		100	100	100	100

As can be seen from table 1, junior English teachers in colleges and universities account for 28%, intermediate English teachers account for 48% and advanced English teachers account for 24%; The primary level below 35 accounted for 48.3%, and the intermediate level accounted for 44.8%; The intermediate level of 35-45 accounted for 57.9%, and the advanced level accounted for 42.1%. The imbalance of professional titles is mainly reflected in "more intermediate professional titles and less senior professional titles" .

Table 2. Age composition of college English teachers with different academic qualifications from the perspective of educational psychology.

		Education		Total/%
		Undergraduate/%	Master/%	
Age stratification	Below 35	28.9	79.3	58
	35-45	66.7	17.2	38
	Above 45	4.8	3.4	4
Total	-	100	100	100

As can be seen from table 2, 58% of College English teachers below 35, 38% of them between 35 and 45, and only 4% of them above 45; In terms of academic qualifications, 79.3% of masters are below 35, and 17.2% are 35-45; Only 3.4% of them have master's degrees above 45, indicating that there are more young teachers.

Table 3. Gender composition of College English teachers of different ages from the perspective of Educational Psychology.

		Age stratification			Total/%
		Below 35/%	35-45/%	Above 45/%	
Gender	Female	86.2	89.5	100	88
	Male	13.8	10.5	-	12
Total		-	100	100	100

It can be seen from table 3 that among College English teachers, women account for 88% and men only 12%. The reason may be related to the educational system and gender professional classification. The proportion of women among liberal arts students is relatively high, and most of the majors are girls. Therefore, the proportion of female teachers in College English teachers is high.

Conclusion: from the perspective of educational psychology, the development of College English teachers is the basic element of college development, and teachers' professional development is the process of teachers improving their own quality and constantly improving themselves. The results of this study show that the research on the professional development of College English teachers from the perspective of educational psychology is still a new field. The professional development of College English teachers has gradually entered the researchers' field of vision in recent years. The research on the development dilemma and optimization mechanism of College English teachers' community from the perspective of educational psychology can be further deepened and improved.

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VISUAL SATISFACTION EVALUATION OF SPECIAL ELEMENTS OF HOME STAY

ENVIRONMENT FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology mainly changes from "stimulus response connection" in the study of simple behavior acquisition to cognitive process. It studies how people feel, learn, think, reason and decision-making, which lays a foundation for the study of cognitive psychology and marks the birth of cognitive science and the rise of cognitive psychology. In the specific experimental research, the common research methods of cognitive psychology are observation and computer simulation. In this regard, from the perspective of cognitive psychology, the characteristics of the special element vision of the home stay environment are to use the theories, analytical frameworks and methods of cognitive psychology to carry out research on the home stay environment, and most of the research is the evaluation of people's satisfaction with the special element vision of the home stay environment. With the development of the times, the application of special elements in home stay buildings, cultural environment and other places can attract people's attention and is of great significance to understand people's psychology of visual satisfaction.

This paper aims to analyze the psychology of consumers through cognitive psychology, optimize the application of special elements in the home stay environment, and study people's visual satisfaction with the home stay environment based on people's visual feelings in the process of accommodation.

Research objects and methods: This paper mainly studies the use of unique architectural appearance and characteristic management of B & B to attract tourists, and observes people's visual stimulus response to special elements in B & B and the factors that affect people's decision-making and cognitive vision. This paper studies these reactions with the research method of cognitive psychology, finds out the law of "stimulus response connection", and transforms it into the visual satisfaction of special elements of B & B environment.

Subjects and methods: Through the analysis of special cultural elements, this paper studies the positioning of special elements in home stay design, and takes people's satisfaction with the application of rich and colorful landscape design and various architectural styles in home stay as the measurement standard under the visual feeling and cognitive psychological behavior, This paper analyzes people's visual satisfaction with the application of special elements in B & B under cognitive psychology.

Study design: In order to explore people's satisfaction with the vision of special elements in the home stay environment from the perspective of cognitive psychology, this paper analyzes the humanistic environment, service items and cognitive psychology as the evaluation scale.

Results: See tables 1 and 2 for the evaluation results of visual satisfaction of special elements of B & B environment from the perspective of cognitive psychology.

Table 1: Visual satisfaction evaluation of special elements of home stay environment from the perspective of cognitive psychology.

Evaluation scale	Very satisfied/%	Satisfaction /%	General/%	Dissatisfied/%	Very dissatisfied /%
Cultural environment	38	42	12	6	2
Service Items	35	48	9	5	4
Cognitive psychology	38	51	6	4	1

It can be seen from table 1 that people's satisfaction with the vision of the special elements of the home stay environment is closely related to the humanistic environment, service items and cognitive psychology. People's psychology is easy to make judgments under the influence of vision.

It can be seen from the data in the table that people's enjoyment of material life and spiritual level has risen to a certain extent, and their sensory enjoyment of B & B has gradually changed from traditional cultural elements to special elements. Special elements are used in the architectural style, service mode and humanistic environment design of B & B, which gives people a stimulating response to their visual senses, gain a greater sense of identity in mind, which is also the key content of cognitive psychology in this paper.

Conclusions: Cognitive psychology is the study of memory after external information stimuli enter the brain and store it in decision-making. This article focuses on the visual satisfaction of the special elements of the homestay environment. It is not difficult to find that with the progress of practice and concepts, more and more young people prefer to choose homestays with special elements, which makes special

elements exist in various types. In all areas of the hotel design, people's enjoyment of vision has become higher and higher, so special cultural elements and people's cognitive psychology have always been interdependent and inclusive. Based on the data research of the visual satisfaction evaluation of special elements in the hotel environment from the perspective of cognitive psychology, this paper verifies the operability and practicability of the application of special elements to the customer satisfaction evaluation system in the hotel design, and can grasp the special environment of the hotel in more detail. The data of each evaluation index of element satisfaction, and the successful application of the customer satisfaction evaluation system, through data processing and analysis, grasp the service gap and satisfaction degree in the homestay, and make reasonable suggestions for the shortcomings. It can be seen that cognitive psychology has a very broad application prospect, especially in the context of rapid development, the use of special elements in the visual satisfaction of the homestay environment can effectively improve customers' understanding and cognition of homestays. Positive.

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MANAGEMENT DILEMMA AND SOLUTION OF COMMUNITY CORRECTION OBJECT WITH MENTAL DISEASE

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Background: Patients with mental illness community correction for their attitude towards life is more confused, behavior at a loss. The object of correction is ignorant of his own corrective life, not clear what kind of problems will be encountered. I am at a loss about how to change my criminal behavior in my past life, and how to harmonize my corrective life with my previous life and work, so that I can complete the corrective work smoothly without affecting my original life. Secondly, those who suffer from mental illness are full of remorse for the crime they have committed. They don't know how to adjust their mentality to the new life. The community corrector should help the correctional object walk out of the psychological shadow, and avoid the behavior of the correctional object hurting his life. Finally, the object of community correction wants to get rid of the correction, the object of correction does not understand the community correction of the psychological problems caused by criminal discretion. It is manifested in that the community correction object does not cooperate with the correction work arrangement, thinks that he can escape the correction by his own cleverness, or does not take the community correction work seriously, thinks that it is only a form and therefore cannot be seriously implemented, and takes a frivolous attitude towards the correction personnel and ignores the rules and regulations on community correction.

Objective: The community correction system is the modernization legal system unceasingly develops but produces, is one of important signs which a country moves toward the rule of law. Community correction is a new field of judicial practice, which is beneficial to the prisoner's re-entry into the society, but it also brings hidden trouble to the normal life of the community. The community correction object not only belongs to the disadvantaged group, but also the people suffering from mental illness are a special group, they are deprived and restricted in some rights.

Subjects and methods: Select 30 community workers, can be based on the actual situation of different communities, the corresponding collocation grouping, each group of community managers at roughly the same level. Each group consisted of 4 to 6 people and was divided into 6 groups. Each group shall recommend or appoint a team leader to be responsible for the development and statistics of the investigation activities of the group. Let 6 groups of community workers have a full discussion within the group, the discussion time is limited to 60 to 100 minutes, the group leader records the difficulties and specific examples encountered by the people in the actual work, and finally all 30 community workers have a collective meeting, and the group leader reports the actual difficulties in his group.

Results: According to the discussion results of the above group leader, the feedback of the mental illness community correction management workers is listed in Table 1.

Table 1. The response of mental disorder community correction management workers

Reaction situation	Number of workers feedback	Percentage of total/%
The object of community correction is self-regulation disorder	27	90
The atmosphere of community correction is not strong	26	86.67
Community residents have low identification with community correction	29	96.67

Conclusions: In view of the management dilemma of the community correction objects with mental diseases, the corresponding solutions are put forward:

(1) In the face of the problems of the community correction objects suffering from mental diseases, the first step is to constantly improve the community correction system. Professional community correction workers have the corresponding knowledge of sociology, psychology, legal science and other aspects of correction, which play an important role in slowing down the execution of judicial punishment and restoring the social function of community correction objects, and more conducive to helping community correction objects solve problems, thus more effective completion of community correction work.

(2) The atmosphere of community correction has a very special impact on the smooth implementation of correction work and the degree of integration of correction objects into the society. The improvement of community atmosphere can not only promote the better integration of correction objects into the society and the re-socialization of their acceptance of social education, but also promote the better communication and exchange between community correction personnel and correction objects, and make them greatly help to integrate into the community environment and prevent recidivism.

(3) Carrying out corresponding mental health education activities is a very necessary measure to eliminate the psychological problems existing in the rectified objects, and good mental health education activities play a very significant role in the community rectification work. Through psychological health education, we can help the rectified object to carry on psychological consultation, and the rectified object can pour out the problems that they face to one by one, at the same time, we can make the rectified object adjust his rectifying emotion constantly, slow down the psychological pressure of the rectified object, and help the rectified object to have a more comprehensive understanding of himself, so as to eliminate the abnormal psychology of the rectified object, so as to reach the goal of rectifying bad cognition and behavior. For individual problems, we should investigate and analyze the situation of the rectified subjects before carrying out the psychological consultation and treatment, and it is better to add the psychological archives to the personal archives, so that the professional psychologist can choose the topics closely related to the rectified subjects, and answer their questions efficiently, and can also carry out one-to-one consultation if necessary, so that the effect of solving problems will be better. It is very appropriate to hold mental health and health education for all the subjects of correction. It is an effective way to achieve the goal of correction by publicizing the basic knowledge of mental health and mental health, helping the subjects of correction to know themselves correctly, to learn the skills of establishing good interpersonal relationships, to set up a correct concept of employment and to have the confidence to return to a normal life in society.

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COUNTERMEASURE ANALYSIS OF PSYCHOLOGICAL ANXIETY IN RESTRAINING COLLEGE STUDENTS' LISTENING ABILITY

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Background: College English listening anxiety is a common phenomenon in college students' English learning. Anxiety is one of the abnormal emotions, also known as psychological abnormalities. It is generally believed that anxiety is a nervous and fearful emotional state caused by an individual's failure to achieve his goal or overcome the threat of obstacles, resulting in a setback in his self-esteem and self-confidence,

or an increase in his sense of failure and guilt. From a clinical point of view, psychologists view the anxiety response as a normal adaptive behavior with an unpleasant mood tone. Describe them as intensely wistful expectations of danger, threats, and the need to make a special effort, but there is nothing you can do about it. The external typical reaction of foreign language learning anxiety can be the general symptoms of anxiety, such as heart rate and pulse acceleration. Can also be displayed through some of the performance, such as tone sandhi, cannot be normal speech and rhythm, or even cannot speak at all. Anxiety has been shown to have a negative effect on listening comprehension. Therefore, it is necessary to fully consider the psychological anxiety of college students in the process of learning English listening, so as to arouse their enthusiasm and improve their psychological state.

Objective: As one of the international common languages, English makes the society put forward higher requirements for English professionals. English majors need not only excellent subject knowledge, but also excellent interpersonal skills and intercultural communication skills. In this context, improving students' English listening ability has become the focus of attention of society, schools and parents. By analyzing the actual situation of college students' English listening, this paper summarizes the causes of students' anxiety in the process of listening, and puts forward some corresponding countermeasures of lexical chunk teaching, aiming at restraining college students' psychological anxiety in listening.

Subjects and methods: Select a college of 100 students of different majors, English listening training. Divided randomly into two groups, one group of 59, as the experimental group, the other group of 41, as the control group, compared the two classes of English normal performance and the two groups of students before the experiment conducted a listening test, showing that the two groups of students in English learning ability and listening ability on the difference is not significant, that is, the subjects before the experiment is not significant. The research instruments included a set of listening tests, a set of questionnaires on listening anxiety and a set of interview questions after the experiment. The questionnaire of listening anxiety is mainly used to test the students' listening anxiety before and after the experiment, and the interview is mainly used to help understand the students' performance of anxiety and feedback after the implementation of anxiety suppression strategies. The questionnaire consists of 33 questions, each of which has 4 alternative answers. In order to avoid the students' misunderstanding and ensure the scientific nature of the experiment, the questionnaires and interview questions on listening anxiety are all presented in Chinese. Before the formal experiment, the author tested the reliability of the Listening Anxiety Questionnaire with an Alpha value of 0.7015, much greater than 0.6.

Study design: (1) Before the experiment, the experimental group and the control group were given listening tests and listening anxiety questionnaires respectively;

(2) Start the experiment and cultivate the teaching strategies of lexical chunks. Normal teaching to control group;

(3) One year after the implementation of the experiment, the second questionnaire survey on listening anxiety was conducted to understand the situation of the experimental group and the control group;

(4) Comparing the data before and after the experiment, and analyzing the differences between the subjects before and after the experiment;

(5) Interview the individual typical experimental subjects in the experimental group.

Methods of statistical analysis: SPSS software was used to analyze the original data of the two questionnaires, and the changes of listening anxiety before and after the experiment were examined.

The differences and changes of learning motivation of control group before and after the experiment were examined.

Results: Before and after the experiment, the students in the experimental group and the control group were compared in listening test scores and anxiety, and the results were shown in Table 1.

Before and after the experiment, the experimental group had obvious progress, while the control group had little difference. After the experiment, it was found that the experimental group used the lexical chunk teaching method to reduce the students' anxiety effectively.

Table 1. Comparison of the anxiety of hearing before and after the experiment.

Groups	Listening test score		Psychological anxiety score	
	Before experiment	After the experiment	Before experiment	After the experiment
Experimental group	65.3	82.3	46.53	58.59
Control group	64.7	69.8	47.65	38.81

Conclusions: Students' "high anxiety" psychology is a factor that cannot be ignored in English listening

teaching. Only by overcoming these obstacles and possessing good psychological quality can we improve our listening ability. The experiment found that college students can effectively relieve their listening anxiety after proper training of anti-anxiety strategies.

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APPLICATION OF BASKETBALL AND AEROBIC EXERCISE IN ADULT PSYCHOLOGICAL ANXIETY

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Background: Anxiety refers to a state of anxiety and fear in which a person's self-esteem and self-confidence suffer setbacks, or feelings of failure and guilt increase, as a result of a failure to achieve a goal or to overcome the threat of obstacles. Since the intensity of anxiety can only be directly assessed by experienced individuals, the researcher must have an indirect way to assess his or her phenomena and physiological characteristics. Competition in various fields has become a social phenomenon. The psychological pressure borne by people is increasing. Especially, the psychological health of college students is on the rise, especially anxiety. Physical exercise has a positive effect on improving people's mental health. Physical exercise can improve people's benign mood and decrease their negative mood. Short-term (immediate) physical exercise can reduce state anxiety. Long-term physical exercise can reduce trait anxiety. But it is not very clear what kind of exercise form should be adopted, what kind of exercise intensity should be adopted, and whether the changes of state anxiety of different exercise groups are different.

Objective: Anxiety is a kind of common negative emotional state, which is caused by feeling nervous, worried, uneasy and unable to cope with the external pressure. It hinders the individual's psychological adjustment. Anxiety will affect the daily behavior and life enthusiasm, the long-term existence of anxiety tendency as a negative emotional response. Research shows that the current college students have anxiety, anxiety disorders accounted for 5 to 1 in 1000 of the totals. But they seldom take the initiative to go to the hospital, so they have great concealment. At the same time, they will cause serious harm to the students' body and mind, reduce their study efficiency and quality of life, and have a bad influence on their adaptation to the university life and their own healthy development. Therefore, the effective alleviation of psychological anxiety of college students is one of the focuses of current research.

Subjects and methods: The subjects were 60 (23.15±1.48) years old, all right handedness. No color blindness, normal or corrected vision is more than 0.8; The standard score of self-rating anxiety scale is more than 50. The subjects were all from ordinary colleges and universities. The subjects were randomly divided into 30 subjects with age (23.22±1.43), BMI=21.33±2.64, and 30 subjects in the control group (23.08±1.53), BMI=21.45±1.54. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety at baseline. Before the trial, the subjects shall be informed that the contents of the trial may include basketball and other aerobic exercise, and shall be reminded of their right to freely withdraw at any time. The trial shall be started after signing the informed consent form, and certain remuneration shall be given after the trial.

Study design: The test group had regular basketball and other aerobic exercise, other types are not limited, every day for 2 to 3 times exercise, each exercise is 20 to 60 minutes, during the professional teacher movement guidance; The control group did not have any exercise program and no teacher guidance. The whole experiment lasted 3 months.

Methods: Two groups of college students' anxiety status after 3 months were tested by self-rating anxiety scale, and data were collected by SPSS18.0 and Excel.

Results: It has been shown that aerobic exercise can affect the emotional processing of stressful events. In physiological response, aerobic exercise can weaken stress response and make individuals return to pre-stress state more quickly. In subjective perception, aerobic exercise can improve subjective evaluation under emotional stress, and then help individuals recover from negative emotions quickly, unaffected by stress events. After 3 months of this study, the statistical results are shown in Table 1.

Table 1. Comparison of partial anxiety status between the two groups before and after the experiment.

Group	Before and after the experiment	No anxiety	No anxiety mild anxiety	Moderate anxiety	Severe anxiety
Experimental group	Before the experiment	0	9	15	6
	After the experiment	13	12	5	0
Control group	Before the experiment	0	12	14	4
	After the experiment	5	5	17	3

As can be seen from Table 1, after 3 months of basketball and aerobic exercise, the anxiety of college students in the experimental group was significantly reduced, the students with severe anxiety turned to severe anxiety or mild anxiety, and the students with moderate anxiety turned to mild anxiety or even no anxiety, indicating that basketball and other aerobic exercise can effectively intervene college students' anxiety. Although some of the students in the control group had no anxiety, the number of students with moderate anxiety increased instead of decreasing, which indicated that it was difficult to relieve their anxiety without intervention. Although some of the students in the control group had no anxiety, the number of students with moderate anxiety increased instead of decreasing, which indicated that it was difficult to relieve their anxiety without intervention.

Conclusions: Basketball and aerobic exercise, as a method of exercise intervention, are simple, feasible and suitable for college students to use in self-regulation of emotion. Individuals can reasonably choose sports events as a way of emotional adjustment according to their own conditions and needs. In order to strengthen the students' ability of self-awareness and control of their emotions, colleges should incorporate such courses as basketball into mental health centers, psychological groups and PE classes.

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AN ANALYSIS OF THE INFLUENCE OF RURAL TEACHERS'SALARY ON TEACHERS'WORKING ATTITUDE BASED ON BEHAVIORAL PSYCHOLOGY

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Background: Behavioral psychology is a school of psychology that originated in America in the early 20th century. According to behaviorism, psychology should not study consciousness, but only study behavior. Behavior is the combination of various bodily responses that an organism uses to adapt to environmental changes. These responses are nothing more than muscle contraction and glandular secretion, some of them in the external performance of the body, some hidden in the body, the intensity of large and small. In organizational behavior, there are many psychological factors that affect employees' work attitude and behavior. However, the study on the influence of psychological capital on employees is just beginning. Empirical studies conducted in enterprises have shown that psychological capital and hope, optimism and tenacity dimensions, can have a positive impact on the work performance and attitude of employees. For the rural teachers, the rural areas are remote areas, the conditions are difficult, far away from the city, which requires the rural teachers to have excellent psychological quality to live in poverty. Rural teachers are also paid a bit more than their urban counterparts, but because of the difficult conditions in the countryside, it is impossible to provide quality assurance for teachers' actual life. Therefore, teachers' working attitude is easy to change with the change of life. Analyzing the influence of rural teachers' salary on teachers' working attitude is conducive to providing good salary guarantee for rural teachers, and appropriate salary can also make rural teachers have a sense of psychological fairness.

Objective: Understanding how to improve the quality of rural teachers plays an important role in promoting the stability and rapid development of rural teacher teams, and in promoting the integration of urban and rural education and narrowing the gap between urban and rural education. At present, many rural teachers do not have a profound understanding of their profession and their value orientation is not clear enough. As a dynamic factor, stable belief and evaluation system, work values have a certain impact on teachers' work behavior. Based on this, only by making rural teachers' work values clear, can rural teachers

work more steadily in the future and gradually improve the overall teaching force of rural teachers' team. In this environment, the development level between rural teachers and urban teachers will be gradually reduced, at the same time, it can promote the integration of urban and rural development, balance urban and rural education level, and promote the construction of new rural areas. Therefore, it is very necessary to improve rural teachers' working attitude. Based on behavioral psychology, this paper analyzes the influence of rural teachers' salary on teachers' working attitude.

Subjects and methods: Using a convenient sampling method, 200 questionnaires were distributed to teachers of some rural primary and secondary schools (including 5 primary schools and 3 secondary schools), 186 valid questionnaires were collected, and the effective rate was 93%. Among them, 108 were male teachers and 92 were female teachers, and the age was 35±6.12 years old. Randomly selected 50 teachers were interviewed to find out what they were satisfied with and what they were not. The interview lasted from 20 to 60 minutes.

Study design: The reliability of the questionnaire is 0.85, which indicates that the reliability of the questionnaire is good. Using "Rural Primary and Secondary School Teachers Work Values" questionnaire using a five-point scale, item score 1 for the lowest level, 5 for the highest level. Finally, the questionnaire was revised to reflect teachers' psychological state and work attitude, including material reward, prestige, career development, interpersonal relationship, organization and management, altruism and dedication, as well as safety and stability.

Methods: SPSS13.0 statistical software package and Amos5.0 were used to analyze the data.

Results: Statistics obtained on the work values of rural teachers with different pay packages are shown in Table 1.

In terms of material reward, the Sig value of less than 2500 and 2500 - 3500 is 0.000, so there is a significant difference in material reward between less than 2500 and 2500 - 3000, and 2500 - 3500 is higher. By the same token, the differences are shown in the last column. Namely: in prestige status, income less than 2500 and income more than 3500 difference, and income more than 3500 high, income more than 2500-3500 and income more than 3500 difference, and more than 3500 high; In terms of organization and management, there is a difference between an income of less than 2500 and an income of more than 3,500, and the income is higher than the income of more than 3,500, and there is a difference between an income of 2500-3500 and an income of more than 3,500, and the income is higher than the income of more than 3,500; In altruistic dedication, income less than 2500 and income more than 3500 have difference, and income more than 3500 higher; In the total work values, income less than 2500 and income more than 3500 difference, and income more than 3500 high, income more than 2500-3500 and income more than 3500 difference, and income more than 3500 high. To sum up, rural teachers with higher income have higher awareness of teachers' work values. Analysis of Reasons: In the interview, it was found that the poor remuneration and welfare were the most dissatisfied aspects of rural teachers. Therefore, rural teachers with higher income had higher enthusiasm for work and better cognition of work than other rural teachers.

Table 1: Statistical results.

Dependent variable	Monthly income (I)	Monthly income (J)	Mean difference (I-J)	Standard error	Significance
Material reward	Less than 2500	2500-3500	-0.377	0.103	0
		More than 3500	-0.498	0.132	0
	2500-3500	More than 3500	-0.122	0.125	0.318
Prestige status	Less than 2500	2500-3500	-0.069	0.125	0.563
		More than 3500	-0.458	0.161	0.003
	2500-3500	More than 3500	-0.529	0.149	0.002
Organization and Management	Less than 2500	2500-3500	-0.081	0.129	0.540
		More than 3500	-0.341	0.165	0.016
	2500-3500	More than 3500	-0.319	0.157	0.039
Altruistic devotion	Less than 2500	2500-3500	-0.202	0.155	0.056
		More than 3500	-0.299	0.136	0.031
	2500-3500	More than 3500	-0.098	0.130	0.455
Total of work values	Less than 2500	2500-3500	-0.097	0.076	0.202
		More than 3500	-0.305	0.095	0.002
	2500-3500	More than 3500	-0.205	0.089	0.022

Conclusions: From the perspective of income, there are significant differences in prestige, organizational management, altruistic dedication and work value, and rural teachers with higher income have higher awareness of work values.

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RESEARCH REPORT AND REFLECTION ON THE PRESENT SITUATION OF KINDERGARTEN TEACHERS' FAMILY EDUCATION GUIDANCE ABILITY FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Family is the children's first living environment, family education is the foundation of children's success, its quality directly affects the healthy growth of children, personality can perfect development. With the emergence of a large number of only-child children in our country, the new phenomenon of family education stepping into the "erroneous zone" has emerged. The confusion and trouble encountered in the process of educating children are common in many families. Especially in the face of the competition and challenges in today's society, the eagerness to hope for a child's success often leads to many erroneous zones and blind zones in family education: For example, parents spoil their children, excessive protection, so that a large number of students self-centered consciousness, lack of social responsibility, it is difficult to form a healthy quality and sound personality; For example, parents only care about their children's exam results, while ignoring their children's mental health; Some parents only focus on their children's academic achievements and neglect the child's personality development and all-round physical and mental development. In addition, affected by many unfavorable factors in today's society, more and more teenagers are becoming isolated, selfish, aggressive, arrogant, and bored with school. Parents are beginning to feel at a loss. Some of them adopt a tough feudal paternalistic approach, while others simply give up on their children and put all the blame on school education. Therefore, how to carry out scientific and effective kindergarten family education, how to make children grow up healthily, has become a society, school and family issues of common concern.

Objective: The purpose of this study is to make use of the educational advantages of the school and the teachers themselves to study and explore the misunderstanding of the current family education, to find out the root cause of the kindergarten students' problems, and to explore the effective strategies and methods to guide the kindergarten students' family education from the perspective of positive psychology, to help parents establish a correct view of family education, to guide parents to master scientific methods to teach children, to improve parents' ability to educate children, so as to form a joint force of education, to achieve the perfect combination of family education and school education, and to promote students' all-round development.

Subjects and methods: In order to ensure the scientificity and representativeness of the questionnaires, this paper selects 5 kindergartens in a city that are currently carrying out family education guidance as research objects. Among these 5 kindergartens, there are 2 public kindergartens and 3 private kindergartens. The kindergartens selected in this paper are all window units of the same kind of kindergartens, which represent the whole city kindergarten. A total of 100 teachers' questionnaires were distributed, 96 were collected, the recovery rate was 96%, of which 96 were effective and 96% were effective. A total of 200 questionnaires were distributed to parents, 188 were recovered, the recovery rate was 94%, of which 183 were effective, the effective rate was 91.5%. Teachers and parents were asked to fill out the questionnaires respectively, and the average scores were calculated. The number, average and standard deviation of teachers' professional self-conscious quality in "communicating with parents", "organizing instructional activities" and "conducting classified instructional activities" were calculated respectively, and sorted in ascending order according to the average value.

Results: Positive psychology is a new research field emerging in the field of psychology. It is a psychological trend of thought to study the potential and virtue of human beings by using psychology. The research object of positive psychology is healthy ordinary people. It requires people to look at human potential, motivation and ability in a more open and appreciative way. The results are shown in table 1.

Table 1. Statistical results of surveys (paired samples *t*-test).

Family education guidance	Numbers	Averages	Standard deviation	*P* value of the difference in adjacent means
Conscious quality of communication with parents	235	15.29	4.029	0.012
Overall conscious quality of organizational guidance activities	241	15.55	4.208	0.000
Total conscious quality of classified guidance	233	16.09	4.569	0.000

An analysis of the results in Table 1 leads to the following: (1) The level of professional consciousness quality of teachers' family education guidance in three fields, from high to low, is as follows: Communicate with parents, organize guidance activities and conduct classified guidance. (2) For family education guidance in the above three fields, the difference in the mean number of professional consciousness adjacent to each other is significant. It can be concluded that the development level of professional consciousness in the 3 fields of kindergarten teachers' family education guidance is different. The order of average level from high to low is: "communicate with parents", "organize guidance activities" and "conduct classified guidance".

Conclusions: At present, from the perspective of pedagogy, there are three main limitations in the definition of family education, which has not been fully explained. From the perspective of educational psychology, family education is a kind of learning activity that all the family members provide each other, which broadens the extension of the concept of family education and enriches its connotation. That is, family education not only refers to the education in the family, but also refers to the role of family environmental factors in education. The former refers to a series of conscious or unconscious, experiential or conscious, tangible or intangible multiple influences exerted by family members young or old, but mainly by their parents) on the educated; the latter refers to the "no subject" influence exerted by social background, parenting style and other family environmental factors on the educated. Therefore, only by understanding the original appearance of family education from the perspective of educational psychology, can people have an objective, comprehensive and rich understanding of the function of family education.

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THE INNOVATION OF MATHEMATICS TEACHING MODEL FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: From the point of view of learning psychology, people's perception and attention are highly selective, that is, people only feel what they want to perceive, but often turn a blind eye to what they are not interested in. When the sensed information enters the memory system, it is also screened by selective filters that "have a permanent preference for novel stimuli that pass through." Therefore, in order to form a new, well-organized high-quality teaching methods to win the attention of students. Concentrating or opening up their thinking channels can improve the quality of perception and memory, reduce the loss of information, and achieve good teaching results. Mathematical knowledge is the reflection of spatial form and quantitative relation of objective world. For the same space form, the same quantity relation, can be completely different mathematical proposition, mathematical structure and mathematical system to reflect. Although these different ways of reflection are all objective and correct, their teaching effects are quite different. Some are easy to learn, remember, understand and grasp, but some are too abstract and difficult to understand. How to impart these relatively boring and abstruse mathematical knowledge to students needs teachers to use a lot of desk work to critically examine the teaching materials and reconstruct them into a novel and vivid image. Exciting form, to stimulate the students' emotions, shock the students thinking, in order to achieve the goal of improving learning results.

Objective: Positive psychology advocates that teacher should not only understand students' problems, but also discover students' positive energy, look at students with appreciation, stimulate students' learning motivation, encourage students' creativity and curiosity, and improve students' sense of self-efficacy and control over the environment. In the view of positive psychology, we should innovate the teaching mode of mathematics, that is, we should change the teaching idea of the educator under the present objective environment, change the teaching goal from correcting the students' behavior deviation to guiding the students' positive psychological quality, change the object of concern from a few problem students to all students, change the teaching method from full classroom teaching to experiential teaching, and change the classroom teaching from the main channel to the first classroom theory teaching, practical teaching group tutoring and psychological activities carried out by association. Therefore, this study from the perspective of learning psychology, mathematics teaching methods and techniques were discussed.

Subjects and methods: From the perspective of psychology, multimedia can create a lively and interesting teaching situation by means of innovative teaching mode of multimedia technology, which can make students enter a lively and lively learning atmosphere and attract their attention. It makes up for the defects of traditional teaching that students face the static and rigid textbooks and blackboard books. For example, when you ask a question, you can make a slide show with an animated picture. The students watch the flash of the animation, and it catches their attention.

Study design: A random selection of a school students in the process of learning mathematics, the use of multimedia technology for teaching, in a vivid manner interpretation of mathematical content, teaching time for one month, in a month, 100 students were surveyed to statistics of the satisfaction of students in this form of teaching.

Methods: SPSS was used to analyze the statistical results of the questionnaire.

Results: Studies in instructional psychology have shown that students generally begin their learning by perceiving, that is, by feeling and perceiving, and by understanding the teaching content. Therefore, the initial presentation of the teaching content (that is, classroom introduction) is of great importance. When the subject of learning can enter the learning situation more clearly, they will understand what they are learning more easily. Test students' satisfaction with multimedia technology teaching, get the statistical results as shown in Table 1.

In Table 1, no students were not satisfied with the teaching method, but two students were not satisfied. After interviewing and asking the reasons, it was found that the two students could not see the multimedia courseware effectively because of their eyesight and seat problems. Most students have satisfactory results in this form of teaching.

Table 1. Student satisfaction with innovative mathematics curriculum.

Category		Proportion/%
Student satisfaction after the experiment	Dissatisfied	0
	A little dissatisfied	2
	General	20
	Relatively satisfactory	56
	With great satisfaction	22

Conclusions: How to arouse the students' enthusiasm and initiative in learning mathematics, help them get rid of the bad learning condition as soon as possible, and make their individual psychology and learning ability develop harmoniously, so as to improve their mathematics accomplishment, is an urgent subject to be studied. Psychology tells us that one can only experience the joy of success once, and then arouse endless pursuit of ideas and power. If teachers use the theory of appreciative education to appraise the students, the students will gain a kind of inside-force. In mathematics teaching, design problems from simple to deep, from easy to difficult, as much as possible for difficult students to create more opportunities, let them taste more success and give praise and encouragement in time. In the exam to consciously create some easier questions, cultivate their confidence, so that they realize that they can also learn well. Students should be put forward before the examination of their specific level of clear and specific requirements, to achieve the goal to give timely recognition and praise. In the teaching of creative mathematics, teachers should connect with the reality of life and improve their interest. People are always interested in the familiar people and things. Therefore, if we use the familiar life as the material to create a simulated life situation, the students will feel that mathematics is approachable, and unconsciously start to explore mathematical problems, and gradually produce the desire to learn.

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THE FEMININE VIEW OF RUSSIAN LITERATURE FROM THE PERSPECTIVE OF NATIONAL CULTURE UNDER THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology refers to the study of the psychological and behavioral development and changes of individuals and groups in social interactions. Social psychology explores interpersonal relationships at the individual and social group levels. Individual socialization process, communication, speech development, partners, family and living environment, and the influence of school on individuals are studied at the individual level. At the level of social groups, the study includes: group communication structure, group norms, attitudes, racial prejudice, aggression, customs and culture. Social psychology is a major branch of psychology. It deals with psychological issues related to society. We know that all social events have human factors in them, that is, there are psychological problems in them. The psychology that studies these subjects is social psychology. In contemporary psychological science, cognitive psychology and social psychology are paid more attention to. Social psychology studies the development and change of individual psychological activities from the perspective of individual and social interaction. Social psychology not only emphasizes the interaction between society and individual, but also attaches importance to the discussion of social situation and the inner psychological factors of individual. The research scope of social psychology involves individual social psychology and social behavior, social interaction psychology and behavior, group psychology, and applied social psychology. The specialty orientation is social psychology oriented by humanities and social sciences, and insists on the research thinking of social psychology combining humanities and social sciences under the frame of natural sciences. Analyzing the feminine view of Russian literature from the perspective of social psychology and national culture is conducive to ensuring the logic and comprehensiveness in the process of analysis.

Objective: The concept of women is the core of Russian Orthodox culture, which is rooted in the Russian national cultural psychology and an organic part of moral, ethical, philosophical and theological ideology. Therefore, based on the above analysis, under the social psychology union national culture angle of view, analyzes in the Russian literature female view.

Subjects and methods: In a certain school, 20 teachers and students were selected to be interviewed in the form of recruitment, 9 of whom were teachers and 11 students. Let the interviewees have a deep understanding of the three female images in 19th century Russian literature (Dagiana, Sophia, and Maslova).

After reading the article deeply, the interviewees were asked to make a group discussion to analyze the three typical female images from the perspective of social psychology and national culture. Keep a record of the interview process and file it at the end.

Results: (1) Dagyana, the heroine of Eugene Onegin, is a beautiful artistic figure with a "Russian soul". Her beauty, kindness and simplicity, Russian nature and the Russian people, is the formation of her personality the most profound reason. This character is in contrast to Onegin. She also has intellectual beauty. This image has provided the beneficial model for later many Russian writers, has had the very big influence. (2) Sophia is the heroine of Crime and Punishment. She is similar to Dagyana in beauty, kindness and simplicity. But she is a woman from the bottom of the family who has to work as a prostitute for the sake of her family's livelihood. But she moves the college student Raskolnikov with her beautiful personality. Raskolnikov knelt at her feet to confess and portray the image of her suffering Russian mother. (3) Maslova is the hero of The Resurrection. In beauty, goodness, simplicity, and so on, and the first two images consistent, she is also the bottom of the civil women, also experienced many sufferings. Tolstoy saw her self-sacrificing love as the highest form of human emotion, and she eventually chose the path of exile in Siberia with the revolutionaries.

The discussion found that: Together, these three women portray women in nineteenth-century Russian literature: Together, these three women portray women in nineteenth-century Russian literature: The Orthodox worship of the Virgin Mary leads to the female worship of the Virgin Mary, and the image of the Russian Mother is derived from the worship of this religion.

Conclusions: As a core element of Russian culture, the concept of women has long been recognized and admired by the country's writers. Compared with the traditional western literature, Russian literature is more inclined to shape and foil the sacred female image. Therefore, in the field of Russian literature, although many female images experienced hardships and ill-fated, but they were able to fight their own destiny, the pursuit of sacred human liberation. Through the surface of literary images, social psychology and national culture, readers can truly feel that women dare to fight against injustice, pursue human liberation and treat feelings of sincerity, and then be infected with strong human charm. Therefore, when analyzing Russian literature, the key is to make full use of social psychology, thoroughly understand the typical images of women portrayed by writers, and explore the important clues of Russian literature.

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MENTAL HEALTH COGNITION OF STAFF IN STAR TOURISM THEME HOTEL

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Background: In recent years, with the economic globalization and market competition intensifying in a highly uncertain competitive environment, more and more enterprises have realized the importance of people-oriented management. According to management guru Edgar Henri Shah, what an organization needs is only a part of a person's specific activities, but what comes to work is the whole person, with many attitudes, feelings and perceptions that are not exactly what the organization expects and that do not fit in with the plan. And these attitudes, emotions and perceptions are implicitly brought to work. Hotel services are invisible, comprehensive and synchronized with production and consumption, which put forward higher requirements for the mental health of high-star hotel staff: They not only need to have a positive and good attitude and high emotional intelligence, but also need to have effective self-regulation ability. Only those employees who have good mental health can provide better service to the customers and improve the service quality perceived by the hotel guests. As a labor-intensive hotel and a relatively high rate of staff turnover of enterprises, the effective management of staff has become an important part of hotel management. The hotel staff □especially the grass-roots staff), as the personnel who serve the guests, are the direct laborers who create the economic value of the hotel. Only the satisfied staff have satisfied customers. With the continuous improvement of the level of employee needs, the needs of employees have gradually changed from the material level to the spiritual level. Therefore, hotel managers should continue to care for employees, care for their vested interests, but also from the perspective of mental health to care for employees. However, in recent years, the hotel industry competition is increasingly intensified, the staff salary treatment, the high rate of loss makes the hotel human resources management in trouble. How to adjust the employees' job burnout and eliminate the negative psychological emotions has become a common problem for the hotel human resources management department.

Objective: Based on the study of mental health and mental health standards of hotel staff, this paper analyzes the relationship between mental health and behavior tendency of hotel staff through data analysis, so as to provide the basis for the hotel industry to enhance the effective management of staff by paying attention to mental health of staff.

Subjects and methods: Using the method of random sampling, this study selects 10 representative star hotels in a certain city to conduct research, and carries out questionnaire distribution with the assistance of hotel human resources and department managers. In order to ensure the validity and reliability of the questionnaire, more than one item is omitted or all items are one answer is deleted as a scrap, and 253 valid questionnaires are retrieved, with an effective rate of 84.33%.The basic information of hotel employees included in the statistics shall be: In terms of gender, women accounted for 56.1% and men 43.9%;In terms of age, 21-30 years old employees accounted for 67% of the total number of samples; In terms of academic qualifications, 2.3 per cent were in junior secondary schools and below, 28.3 per cent in senior secondary schools and technical secondary schools, 51.4 per cent in junior secondary schools and 17.9 per cent in undergraduate schools and above; In terms of monthly income, the respondents' monthly income ranged from 1001 yuan to 3,000 yuan, accounting for 46.2%, and 30.1-5,000 yuan, accounting for 37.6%;In this hotel, 41.6% of employees work for 1 year or less, 28.9% for 1 to 3 years, 12.1% for 3 to 5 years and 17.3% for 5 years or more. The survey is conducted mainly for star-rated hotels, and the employees include the Front Office 29.5%, Housekeeping 11%, Catering 32.9%, HR 7.5%, Sales 3.5% and other major business departments.

Results: In this study, the internal consistency (Cronbach coefficient) in SPSS19.0 was used to test the reliability of each variable in order to ensure the reliability and validity of the questionnaire. The test results in Table 1 show that the Cronbach coefficients reliability) of all variables are between 0.74 and 0.95, meeting the minimum acceptable criteria of at least greater than 0.7 set out by Nunnally 1994), indicating good consistency and high reliability of the variables. The results are shown in Table 1.

Table 1. Mean, standard deviation, reliability coefficient and correlation coefficient of study variables.

Variable	M	SD	1	2	3	4
Psychological capital	3.760	0.520	0.962	-	-	-
Job performance	4.030	0.580	0.700**	0.963	-	-
Job satisfaction	3.480	0.710	0.610**	0.540**	0.714	-
Intention to leave	2.460	0.630	-0.500**	-0.450**	-0.590**	0.824

Conclusions: This research has carried on the positive research to the hotel staff mental health question, to a certain extent has enriched about the hotel staff mental health theory, staff's psychological capital takes one kind of sustainable and may develop the positive psychological resources competitive advantage, is individual and enterprise's competitive advantage is, how better develops and uses staff's psychological capital, thus causes staff better to integrate the organization, enhances the performance level, is the important question which the enterprise faces. With the rapid integration of knowledge economy and information, employees are facing more and more pressure. Especially when employees enter the organization or face the organizational change, good psychological quality becomes a necessary guarantee for employees to better integrate into the organization and work with high performance. The effective cognition of employees' mental health provides a new way for human resource management, which is helpful for organizations to develop and manage employees' mental resources and create unique competitive advantages.

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AN ANALYSIS OF PSYCHOLOGICAL PROCESS AND THINKING EMOTION MODEL OF TIME CONSCIOUSNESS BASED ON TIME SPACE METAPHOR MODEL

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Background: On the representation system of spatial metaphor of time, scholars generally believe that it is based on two metaphorical models: Ego-moving (hereinafter referred to as EM) metaphorical model and time-moving (hereinafter referred to as TM) metaphorical model. However, the psychological validity and processing model of spatial metaphorical representation of time have always been controversial. Scholars at home and abroad have done a lot of research on this topic, but the object of study is the language material as an object, and the main research method is the subjective language material analysis. In order to understand the similarities and differences of temporal and spatial metaphorical representations between native speakers of Chinese and English more scientifically, it is necessary to start from the perspective of language user. Traditional real-time processing of time sentences is used to study whether the mental processing patterns of spatial metaphorical representation of time are different between Chinese and English speakers. To find out whether they have mental process of online spatial mapping when they deal with this highly fixed metaphorical representation, and EM metaphorical model is the main mental process. Based on TM metaphorical model, this paper discusses the cause of psychological processing model of spatial metaphorical representation of time.

Objective: The spatial representation of time is based on two metaphorical systems: The metaphor system of "time in motion" and "ego in motion". These two metaphor systems show that the order of "before" and "after" is different. Through the investigation of the real-time online processing of time sentences based on these two kinds of metaphors, we find that there is indeed a mapping from space to time when people infer time relations.

Subjects and methods: The average age of 100 students in a school was 21.57 years. Students are required to participate voluntarily, vision or correct vision is normal, belonging to different disciplines and specialties.

Study design: Two sets of background sentences, two sets of measure sentences. One group of background sentences is composed of 15 sentences of self-verb metaphor system, the other group of background sentences is composed of 15 sentences of time-verb metaphor system. Therefore, there are 20 sentences in the metaphorical system and 20 sentences in the metaphorical system. All the sentences indicate the temporal relationship between the two events. The experiment design of 2 × 2 with repeated measurement was adopted. The independent variables are whether the metaphorical types of test sentences

(time verb and self-verb) and background sentences are consistent with the test sentences. The former is the interviewee factor, the latter is the subject factor. The consistency and inconsistency of the metaphorical types of the background sentence and the test sentence are treated as experiments.

(1) Time in motion background sentence time in motion test sentence

(2) Ten Time Active Test Sentences

(3) Time in motion background sentence ego in motion test sentence

(4) Self-action-background sentence self-action-test sentence

Each processing has 5 groups of sentences, each group consists of 3 metaphorical background sentences and one test sentence. The subjects were randomly divided into two groups: one group was treated (1) and (2), and the other group was treated (3) and (4).

Methods: The subjects sat in front of a computer screen about 50 cm away from the screen. The experimental materials were presented on a black-and-white screen with white characters in 16 × 16 dot matrix Song style. Figure 3 shows how the material is rendered. Present one sentence at a time. There is a time axis below the sentence. The second event in each sentence is centered on the timeline. The subjects were asked to press one of two keys to indicate whether the first event (birthday) of the sentence occurred in the past or in the future relative to the second event (holiday) ("Q" means the past and "P" means the future). Make 10 sentences for each group. In each group, three metaphorical contextual sentences of the same kind were presented and then a test sentence was presented. The computer automatically records the reaction time and accuracy of the test sentences. The results were statistically analyzed by SPSS18.0 software.

Results: Test the statistics in different cases as shown in Table 1.

Table 1. Statistical results under different circumstances.

Background sentence	Test sentence	Accuracy rate	Average reaction time (ms)	Standard deviation
Temporal moving metaphor	Temporal moving metaphor	0.97	2728.16	1646.98
Ego active metaphor	Ego active metaphor	0.98	2025.96	1655.33
Temporal moving metaphor	Ego active metaphor	0.93	3495.17	2204.32
Ego active metaphor	Temporal moving metaphor	0.98	4323.02	2461.03

Conclusions: Time metaphor is a complex psychological phenomenon. The study of time metaphor is helpful to understand human cognition of time and the cognitive mechanism of human brain in abstract domain. The study of time-space metaphor tends to expand from the linguistic level to the non-linguistic level, from the time-space level to the distance-sustaining conceptual level, and then to all the concrete - abstract conceptual levels. As a cognitive mechanism of human being, it has its universality and particularity. Therefore, the cross-cultural contrastive study of time-space metaphor is rising. Whether time can be represented by spatial metaphor becomes a question worth considering as the research goes on deeply and emerges at the same time. The research on this issue needs to be further explored in both theoretical and empirical research.

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THE GUIDANCE OF "POSITIVE ENERGY" PUBLIC OPINION RESOURCE COMMUNICATION TO COLLEGE STUDENTS' MENTAL HEALTH

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Background: With the new media as the carrier, "the communication of public opinion resources has the characteristics of openness, virtuality, interaction, permeability and so on." These characteristics have a

great impact on the ideological status of college students, mainly in the pursuit of individual freedom, the importance of communication in virtual space, the pluralism of their values, and some college students' trust crisis and personality psychological barriers. First of all, under the influence of public opinion resources, college students pay more attention to the pursuit of freedom and personality. Communication of public opinion resources is a kind of cultural phenomenon, which relies on the development of digital media, takes mobile phone and other new media as the carrier, and stores it under the digital media communication. The communication of public opinion resources is characterized by openness, which includes the opening of the source of information communication, the medium of information communication and the receiver of information. Under the influence of public opinion resources, college students can freely choose information resources according to their own interests and hobbies, and can freely express their opinions through new media without the restriction of time, space and social moral norms. At this point, if the "positive energy" public opinion resources, and widely disseminated, will imperceptibly affect the psychological state of college students, to guide the mental health of college students.

Objective: The dissemination of public opinion resources not only has an important impact on the ideological status of college students. At the same time, it weakens the actual effect of the guidance of political psychology of college students, which is embodied in the fact that the dissemination of public opinion resources has shaken the dominant position of the education subject, and the rapid development of new media has made the education carrier of the guidance of political psychology of college students lag behind the development of the times; The diversity of college students' ideological situation caused by the dissemination of public opinion resources weakens the pertinence of college students' political and psychological guidance. Therefore, in the dissemination of public opinion resources, we should input "positive energy", which can not only attract the attention of college students, but also guide the mental health of college students.

Subjects and methods: A total of 200 college students were selected to participate in the study. It was randomly divided into control group and experimental group, 100 in each group. In the experimental group, the students were restricted to contact only the "positive energy" resources when contacting the public opinion resources, and spread them. Reading positive public opinion resources every day for no less than 30 minutes. The control group did not restrict students how to access to public opinion resources, nor did they limit their exposure time. The whole experiment lasted 7 days. Both before and after the experiment, two groups of students were given questionnaires. The contents of the questionnaires mainly included mood fluctuation, self-esteem and sensitivity. There was no difference between the two groups before the experiment. SPSS15.0 software was used to make statistical survey.

Results: The findings are shown in table 1. It can be seen that the experimental group of students' self-esteems increased significantly, and the sensitivity decreased, the mood is not easy to fluctuate. However, the self-esteem of the control group did not increase significantly, even decreased slightly, and was more sensitive. This may be due to the fact that some public opinion resources have negative energy, which affects students' self-regulation ability.

Table 1. Statistical results.

Groups		Self-esteem	Sensitivity	Mood swings
Experimental group	Before experiment	General	General	More volatile
	After the experiment	Stronger	Insensitive	General
Control group	Before experiment	General	General	General
	After the experiment	Relatively poor	More sensitive	More volatile

Conclusions: The dissemination of public opinion resources brings college students an open social environment, at the same time, it brings them into a "closed environment". The open environment mentioned above mainly refers to the opening of the virtual world, and the latter refers to the closure of the real world. Because the new media is fast and convenient, college students can understand the world through the network, which makes them narrow their own real communication circle, but also into a very broad virtual network environment. In the virtual network environment, they can do anything according to their own will, and can realize the impossible wishes in the real world, which has an important impact on their pursuit of freedom in real life. Therefore, the communication of public opinion resources has an important impact on the formation of college students' free personality.

College era is an important stage of life. Due to the pressure of study, work and interpersonal relationship, as well as the background of social transformation and reform, all kinds of contradictions and conflicts are intertwined, which have produced various complicated psychological errors and obstacles to college students' psychology. Under the background of "positive energy" public opinion resources, college educators

should strengthen the mental health education and guidance of college students. First, help universities to establish good interpersonal relationships; Secondly, to temper the will of college students and enhance their psychological easiness. Third, guide students to establish a correct learning objective, to deal with the problems that occur realistically, to maintain a good attitude.

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RESEARCH ON THE MENTAL HEALTH EDUCATION METHOD OF COLLEGE STUDENTS UNDER PHYSICAL EXERCISE

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Background: Nowadays, many college students in our country have different degrees of psychological barriers. Mental illness has become one of the main reasons for college students to drop out and drop out. What is more serious is that psychological barriers have threatened the lives of college students-one cause of suicide There are many people who may have suicidal tendencies, and they are the primary cause of suicide.

There are many researches on the mental health of college students in China, but there are still few researches on the mental health and education methods of college students majoring in physical education. In this study, the symptom self-rating scale and Eysenck education questionnaire were used to test 987 undergraduates in three grades and four majors in the Physical Education College of Hunan Normal University, with a view to understanding the mental health status and education methods of college students under physical exercise. And its relationship. On the basis of checking the stress level of college students, starting from the consensus that "physical exercise can improve mental health", physical exercise is regarded as a method and means to alleviate stress. Discuss what level of physical exercise can best alleviate stress Excited. Improve mental health, provide an effective method for solving the mental health problems of college students in our country. At the same time, provide a basis for treating and solving the mental health problems of college students.

Subjects and methods: Randomly select 987 undergraduate students majoring in physical education, sports training, social sports, and sports humans in the 03, 04, and 05 of the Physical Education College. 673 valid questionnaires of SCL-90 (507 males, 166 females) were obtained, with an effective rate of 68.2%; 927 copies of EPQ questionnaires (718 males and 209 females), with an effective rate of 93.9%.

SCL-90 was used to evaluate the mental health status, and the evaluation indicators were 9 symptom factor scores, total scores, total average scores, number of positive items and positive average scores. Use EPQ to assess education methods, measure psychoticism (P), introversion (E), neuroticism (N), and disguise tendency (L).

Study design: Select 558 subjects who participated in both SCL-90 and EPQ measurements, and correlate their SCL-90 factor scores, total scores, and total average scores with EPQ's E, N, and P subscale scores for correlation analysis, and found All the above items are significantly positively correlated with N and P scale scores, and significantly negatively correlated with E scale scores.

Methods of statistical analysis: The researchers numbered the returned questionnaires, eliminated blank and incomplete questionnaires as invalid questionnaires, and used SPSS 20.0 for data management and statistical analysis.

Results: The seven factor scores of SCL-90 of college students under physical exercise are significantly lower than the normal model of college students, indicating that the mental health level of college students under physical exercise is higher than that of domestic college students. Analyzing the reasons, it is found that the physical activity major determines that its students have more physical activities than other majors. Sports can improve the level of mental health to a certain extent. The statistical conclusion is shown in Figure

1.
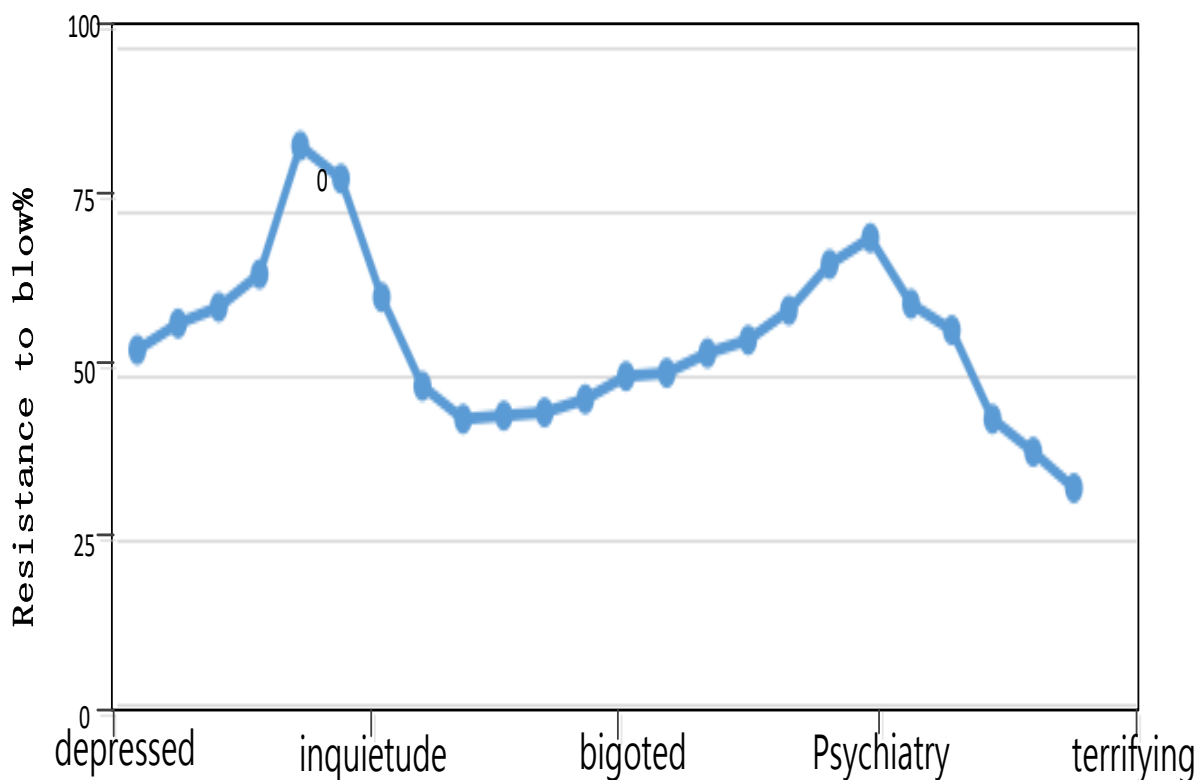
Figure 1. Analysis of psychological resistance among sports students.

Among the 673 people who completed the survey, 41.0% had mild symptoms; 10.7% had moderate symptoms; and 1.2% had severe symptoms. This set of data compares the mental health survey results of 1,267 college students in Fujian Province (mild 61.56%, moderate 24.94%, and severe 1.58%), and the mental health survey results of 5220 college students in a city (moderate 16.51%) are all low. The proportions of college students with moderate psychological problems on each factor in descending order are hostility, compulsion, interpersonal sensitivity, depression, paranoia, psychosis, horror, anxiety, etc., which is similar to domestic related research.

From the comparison of gender, it is found that the psychological symptoms of girls are more extensive and more obvious than that of boys. This is similar to some related studies. Therefore, the psychological health of girls should be paid attention to. From the comparison of majors, it is found that the mental health level of the sports training major is better than that of the other three majors. This is because sports training majors take longer and stronger in sports training. Long-term participation in sports training makes their education more cheerful and outgoing, showing that they can withstand frustration and misfortune.

Conclusions: Investigate the relationship between the mental health of college students under physical exercise and educational methods. The symptom self-rating scale and Eysenck education questionnaire survey were conducted on 987 college students under physical exercise. College students with above-medium-level psychological problems accounted for 10.7%; girls' psychological symptoms were more extensive and more obvious than boys; the total scores and factor scores of the sports training major were significantly lower than those of the other three majors. Under physical exercise, the mental health of college students is better than that of domestic college students, and there is a close relationship between mental health and education methods.

*   *   *   *   *

TRANSLATORS' ANXIETY EXPRESSION ANALYSIS AND RELIEF STRATEGIES IN THE PROCESS OF TRANSLATIONS

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Background: With foreign companies pouring into China since the Reform and Opening up, more and more demands for related foreign materials, websites, and software being docked with locals, and international trade, international technical exchanges, and international cultural communications being cooperated with locals, a huge translation market has been created. Currently, there are about 60,000 translation professionals and a conservative estimate of 500,000 translation practitioners in China based on the data provided by Translators Association of China.

In the process of Chinese-English translation, translators would feel psychologically anxious due to certain translation barriers they encounter by their own. This unhealthy state, which is either lurking in the heart or appearing on the surface, is extremely detrimental to translators to carry out their translation activities normally and also has serious adverse effects on their physical and mental health.

Objective: It aims to summarize translators' psychological expression of anxiety and the ways of relief in the process of translation, to analyze and evaluate the effectiveness of mainstream relief strategies with the expectation of providing a feasible reference for solving translators' psychological anxiety.

Subjects and methods: An online questionnaire survey is conducted on 2,000 professional translators with 1,436 valid questionnaires collected. For 144 translators who agreed to participate in the test, they were grouped and their stress relief status was tested with the Self-Rating Anxiety Scale (SAS).

Study design: The main pressure relief methods selected by translators are extracted based on the questionnaire survey results. The 144 translators who participated in the test were evaluated for the first time with the SAS scale, and then a second SAS evaluation were conducted ten days later for the translators who took different stress relief methods.

Results: Among the 1,436 questionnaires collected, the coping styles chosen by the translators when facing translation anxiety are shown in Table 1.

Table 1. The coping styles chosen by the translators when facing translation anxiety.

Coping styles	Seeking help	Exercise relaxation	Music or video games	Distracting	Negative coping	Other
Percent/%	12	23	15	18	22	10

According to Table 1, 12% subjects seek help from others to complete the translation task when they feel anxiety in the process of translation; 18% subjects relieve their pressure through music and video games; 15% subjects divert their attention to their personal hobbies. By contrast, exercise relaxation is the main relief method for most translators. However, up to 22% subjects treat anxiety negatively and do not try to improve their mental state.

The 144 professional translators who participated in the test were divided into 5 groups. The first four groups were taken different anxiety relief methods, and the fifth group was the control group. As mentioned in study design, two tests were conducted to translators using SAS scale. The scores of the two tests were calculated and the average value was taken and shown in Table 2.

William W.K. Zung set the SAS standard score of 50 as the threshold for anxiety symptoms based on the test results of subjects. According to the analysis of the evaluation results of 1,158 normal people (normal models) made by Wenyuan Wu et al. from the national collaboration group, the average score of 15 positive questions is 1.29 ± 0.98; the average score of 5 negative questions is 2.08 ± 1.71; and the average score of 20 questions is 29.78 ± 0.46. It defines that no anxiety under the score of 50, mild anxiety between 50 to 59, moderate anxiety between 60 to 69, and severe anxiety with 70 and above.

Table 2. Effect evaluation of different anxiety coping styles.

Coping styles	Seeking help	Exercise relaxation	Music or video games	Distracting	Control group
SAS average score (first test)	64.2	63.0	59.9	62.8	63.2
SAS average score (second test)	49.1	53.5	54.0	54.4	64.5
Value change	-15.1	-9.5	-5.9	-8.4	+1.3

According to Table 2, the four methods have positive effects on anxiety relief with variable degree and all of them help translators achieve improvements from moderate anxiety to mild anxiety. Among them, the method of seeking help from others has the most obvious effect; the effect of relaxing though music or

video games is relative weak; and the effects of exercise relaxation and distracting are close to each other. By contrast, the anxiety value of the control group without taking any relief method increases slightly.

Based on the analysis of above data, most translators try to find ways to relief their anxiety in the translation process. A few translators treat the anxiety negatively. Among the alternative relief strategies, the method of seeking help has the most obvious affect, which just confirms the latest research results of Kelly McGonigal, psychology professor of Stanford University: Interpersonal relationship can relieve people's stress, and the stress can also be relieved by seeking help and helping others. The response to stress will therefore make people excited and full of fighting spirit. However, among the 1,436 respondents, only 12% translators take this method. It is related to the relative isolation of work environment in the post-pandemic era, and Chinese characteristics of being introverted and rarely seeking help from others. Exercise relaxation has become the most popular method due to its excellent effects and various benefits. Translators without taking any relief method are always in the state of anxiety, and their anxiety level increases in the two tests. If this happens ad continues, it may induce serious mental illness.

Conclusions: In summary, it will bring about positive effects of variable degree to take different anxiety relief strategy. Based on the comparative analysis of each strategy, the strategies of social-oriented seeking help and personal promotion-oriented exercise relaxation have excellent effects and should be advocated vigorously; the strategies such as developing personal hobbies and relaxing through music also have obvious effects and can be used as supplements.

*   *   *   *   *

IMPROVEMENT OF HUMAN RESOURCE MANAGEMENT BASED ON SUBJECTIVE WELL-BEING

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Background: Subjective well-being (SWB) is how people evaluate their lives based on their own standards, that is, the well-being based on the individuals' subjective evaluation. It is an important comprehensive indicator to measure individual's quality of life, which includes life satisfaction, marital satisfaction, lack of depression and anxiety, and many factors such as positive mood and emotions. In the case of doctors, the subjective well-being has its own characteristics in the industry. As frontline staff in hospital, doctors' work pressure is high and their working hours are unstable, which makes them a prone group of job burnout. Job burnout has a great negative impact on individuals' physical and mental health, their work, family, and the organization and society where they work and live. Subjective well-being is a positive psychological feeling and cognition, which relates to doctors' mental health. As practice shows, it is effective to start from the perspective of pursuing doctors' subjective well-being to relieve doctors' job burnout.

Subjects and methods: An anonymous questionnaire survey using the self-made "Doctors' Subjective Well-Being Scale" was carried out in 500 doctors who were randomly selected from Zhengzhou, Anhui, and Beijing. With 459 questionnaires being returned and 61 invalid questionnaires being removed, there are a total of 398 valid questionnaires and the rate of validity is 87%. The analysis of current doctors' subjective well-being consists of several dimensions in this survey: work satisfaction experience, work-family relationship experience, family emotional support, harmonious working atmosphere, doctor-patient relationship trouble, self-satisfaction, negative emotional experience, physical and mental health experience. Each dimension covers different questions.

"Work satisfaction experience" includes questions relating to satisfaction experience of work promotion space, self-worth expression, salary, incentive mechanism, leadership management, and organizational recognition. "Work-family relationship experience" mainly involves questions about conflicting relationship between work and family. "Family emotional support" involves questions about the support of close relationships including relatives, spouses and lovers. "Harmonious working atmosphere" involves questions about the harmonious relationship of mutual assistance and care between colleagues. "Doctor-patient relationship trouble" is mainly about questions relating to the relationship between doctors and their clients-patients. "Self-satisfaction" is mainly self-evaluation, including questions about positive emotions such as self-approval, self-acceptance, and self-confidence. "Negative emotional experience" mainly involves questions about recent emotional state, including negative emotions such as meaninglessness, depression, inferiority and so on. "Physical and mental health experience" mainly includes questions about recent physical and mental states, including physical fatigue, mental tension, anxiety for physical health

and so on.

On the basis of the analysis of the doctors' subjective well-being survey results, this study deeply analyzes the in-depth reasons for hospitals' public human resource management which affects doctors' subjective well-being. It also proposes countermeasures on how to improve hospitals' human resources management based on doctors' subjective well-being.

Results: As the statistical results of the scale shows, current doctors' subjective well-being consists of eight dimensions: work satisfaction experience, work-family relationship, family emotional support, harmonious working atmosphere, doctor-patient relationship trouble, self-satisfaction, negative emotional experience, physical and mental health experience. The average score each dimension is shown in below table.

Table 1. Overall status of doctors' subjective well-being (*n* = 398).

	Mean	*S.D.*
Work satisfaction experience	3.3253	0.6462
Work-family relationship	2.8993	0.8449
Family emotional support	3.9505	0.6081
Harmonious working atmosphere	3.3086	0.6668
Doctor-patient relationship trouble	2.4018	0.6110
Self-satisfaction	3.9567	0.5352
Negative emotional experience	2.2548	0.6631
Physical and mental health experience	2.5487	0.7870
Full-scale	3.3466	0.4515

Since the score of each evaluation index in this questionnaire is between 1-5, 3 points are taken as the middle level value. As the above table shows, the mean value of doctors' overall well-being is 3.3466, which suggests that current doctors' overall subjective well-being is at medium level. However, there are obvious difference in the score of each dimension. Some dimensions even get low scores, which means doctors' subjective well-being needs attention and it is necessary to carry out a special analysis of the in-depth reasons that affect doctors' subjective well-being.

The score of "work satisfaction experience" is 3.3253, which means doctors' work satisfaction experience is at medium level. Combining the interviews carried out in this study, it can be considered that three factors including the care of hospital leaders, promotion space and incentive mechanism, and organizational recognition plan an important role in doctors' happiness experience in their job satisfaction experience. In view of this, in order to further improve doctors' work satisfaction experience, it is necessary for the hospital's public human resource management system design to pay attention to the care of doctors, build promotion channels and incentive mechanisms, and improve doctors' organizational recognition of the hospital.

The balance and coordination between the two major areas of work and family has an important impact on doctors' happiness level. As the survey results show, the score of "work-family relationship experience" is 2.8993, which fails to reach medium level. It suggests that doctors face more work-life balance problems due to busy medical work. Work-family conflict is a major source of pressure, which can lead to mental symptoms such as anxiety, complaints, depression and fatigue and affects doctors' job and marital satisfaction level, thereby reducing their happiness level. Therefore, the hospital's public human resource management system design should also consider doctors' work-family conflict and take appropriate measures to balance this relationship, so as to improve doctors' job satisfaction.

The doctors' score on "family emotional support" is 3.9505 exceeding the medium level. It means doctors can get more family emotional support, thereby increasing their subjective well-being. Therefore, the hospital's public human resource management system design should pay full attention to the support role of doctors' family to their work.

The score on "harmonious working atmosphere" also exceeds the medium level, reaching 3.3086. It fully explains that a harmonious colleague relationship and a harmonious working atmosphere are conducive to the accomplishment of work goals, which makes individual's self-efficacy enhanced and makes them happy and then affects the doctor's happiness level. Therefore, the hospital's public human resource management system design should create a harmonious interpersonal relationship atmosphere.

The score of "Doctor-patient relationship trouble" is 2.4018 which is lower than medium level. Doctors are directly working with people. They have to deal with complex interpersonal relationships with patients. Sometimes, they are even subjected to insults and personal attacks, and they do not receive reasonable and

appropriate feedback. It is easy to cause more doctor-patient relationship problems. Therefore, the hospital's public human resource management system design must pay full attention to the tension relationship between doctors and patients, so as to improve doctors' job satisfaction effectively.

According to the judgment theory of well-being, self-congruence plays a very important role in subjective well-being. It measures doctors' self-satisfaction from the perspective of positive emotions such as self-affirmation, self-acceptance, self-confidence, self-esteem and so on. The score of "self-satisfaction" reached 3.9567, far exceeding the median. It explains that doctor's high-degree of self-satisfaction affects their sense of self-worth, and helps doctors forming positive emotions and being able to face patients with an optimistic and positive attitude, which improves the quality of hospital services. The in-depth reasons for this situation are attributed to doctors' strong identification with medical work. From the perspective of hospital public human resources management, it is necessary to build a doctors' competency model, carry out related evaluations, and improve the degree of matching between doctors and posts, thereby improving the level of doctors' subjective well-being.

Hospitals have high requirements for doctors' work, requiring doctors to have a high degree of responsibility and patience, and to strictly comply with various specifications. And the degree of independent creativity is relatively low. These factors easily inhibit the doctor's personality and causes negative emotions such as resistance, frustration, meaningless feelings and so on. The negative emotion experience score is 2.2548 points, which does not reach the medium value. It indicates that doctors experience negative emotions at a moderate to low level. This is due to doctor's understanding of the importance of medical work, and it also once again illustrates the important role of person-post matching in relieving negative emotional experience. Therefore, in the design of the hospital's public human resource management system, it is necessary to pay full attention to the degree of matching between doctors and posts.

The measurement index of doctor's "physical and mental health experience" combines two orientations in the field of well-being measurement research-the quality-of-life orientation and the mental health orientation. Doctor's "Physical and Mental Health Experience" dimension score is 2.5487, which is relatively close to the medium value. This shows that the physical and mental health of doctors cannot be ignored. Therefore, in the design of the hospital's public human resource management system, hospital administrators should take corresponding measures to pay attention to the psychological pressure of doctors, to ease and mediate the pressures, improve their mental health, and enhance their subjective well-being.

Conclusions: According to the survey results of doctors' subjective well-being, in order to further improve doctors' job subjective well-being, it is necessary to change thinking mode, establish the concept of career management and help doctors set their career goals when designing hospitals' public human resource management system, so as to improve doctors' job subjective well-being effectively and thereby improve hospitals' economic and social benefits. (1) Hospitals' leaders should think much of and care doctors' well-being at work; (2) Improve the professional title review system for doctors; (3) Highly value the training of doctors; (4) Design effective performance appraisal and salary distribution plans; (5) Build a management system based on the competency model; (6) Properly balance the problem of doctors' work-family conflicts; (7) Pay attention to the tension between doctors and patients; (8) Mediate the psychological pressure of doctors; (9) Strengthen the construction of hospital culture.

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DIVERSIFICATION OF PRACTICAL TEACHING RESOURCES OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL COURSE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: In recent years, under the care and guidance of the party and the government, the teaching of Ideological and political theory course in colleges and universities has achieved remarkable results. From the overall situation, college students' thoughts, beliefs and values are positive, positive and upward. However, with the development of society, ideological and political teaching in colleges and universities is facing more and more challenges. As an important way to lead the mind of college students and help them establish a correct world outlook, outlook on life and values, the effective implementation of Ideological and political course in colleges and universities must follow the law of students' psychological development. The research on the application of educational psychology in Ideological and political teaching in colleges

and universities can be regarded as a breakthrough to solve the bottleneck of the development of Ideological and political teaching in colleges and universities.

Subjects and methods: The effectiveness of Ideological and political teaching in colleges and universities should not only stay at the level of research and excavation of reference materials, but also learn to analyze and summarize through the sorting of literature. The research idea is reflected through the structural arrangement of the paper, including the research focus, difficulties and innovation of the paper.

Study design: Through the reading and analysis of the questionnaire and related materials, we have a general understanding of the application of educational psychology in the current ideological and political teaching in colleges and universities. With the progress and development of society, the application of educational psychology theories and methods has attracted more and more attention of Ideological and political teachers in colleges and universities, but it is undeniable that there are still many deficiencies. The educational psychology of College Ideological and political teachers has a direct impact on the teaching effect of Ideological and political courses. However, scholars usually pay attention to the psychological status of students and ignore the educational psychology of Ideological and political teachers, which is not desirable. The teaching concept of Ideological and political teachers in colleges and universities is not only the key to achieve the teaching objectives of Ideological and political courses, but also the direct restrictive factor of teaching content and teaching methods.

Methods of statistical analysis: Based on improving the effectiveness of Ideological and political teaching in colleges and universities, this study deeply analyzes the ideological and political teaching in colleges and universities from the perspective of educational psychology through the elaboration of many theories of educational psychology and questionnaire survey. The main research methods used in this study are literature research, analysis and synthesis and questionnaire.

Results: College Ideological and political teachers are different from other professional teachers. Through the study of professional courses, students will acquire some professional skills, but it is only about survival. As for being a person, the role of professional teachers is far less than that of Ideological and political teachers. Through teaching, ideological and political teachers can sublimate students' ideals and actively practice their own ideals, so as to become a real person with physical and mental health, thought, action and useful to the society.

Based on the questionnaire, 300 teachers and students were randomly selected from a university for distribution. The specific questionnaire data are shown in Table 1 below.

Table 1. Survey results of college students' ideological curriculum resources from the perspective of educational psychology.

Investigation content	Total number of people investigated	Valid questionnaire	Number of people	Proportion
The importance of paying attention to the psychological effect of education and improving the teaching concept of Ideological and Political Course	300	290	190	65.5
The importance of integrating educational psychology theory and enriching the teaching content of Ideological and Political Course	280	170	100	34.5

According to the importance of the questionnaire results of College Students' Ideological Curriculum Resources from the perspective of educational psychology, the methods and approaches of College Students' Ideological Curriculum from the perspective of educational psychology can be further obtained. The specific methods and approaches are as follows.

First of all, pay attention to the psychological effect of education and improve the teaching concept of Ideological and political course. The teaching process of Ideological and political course is actually a process of spiritual communication. It is a process of cultivating students' positive learning attitude and interest through education, so as to meet the psychological needs of educators and educates. Russell, a famous British philosopher, once pointed out that "failure to pay attention to the rhythm and nature of psychological development is the main source of inflexible and ineffective phenomenon in education", and pestle, an outstanding educator in Switzerland, also concisely pointed out that "education should be psychologized".

Secondly, Integrate the theory of educational psychology and enrich the teaching content of Ideological and political course.

(1) Pay attention to the application of emotional teaching theory.

The development of Ideological and political teaching in colleges and universities needs to take "emotion" as the starting point. Ideological and political teachers should be sincere, truthfully express their views, thoughts and feelings, trust and respect students. The most important thing is that teachers must recognize the advantages of students in time, which will win the favor and admiration of students and help cultivate students' positive emotional experience. Promote the transformation of students' moral understanding to moral behavior.

(2) Be good at using need theory.

No one can do anything unless he does something for his own needs and for his organs. This fully shows that in order to enable students to effectively receive the teaching information of Ideological and political course and internalize their ideological understanding, the teaching content of Ideological and political course carried out by teachers must meet the psychological needs of students.

Conclusions: From the perspective of people's psychological state, unconscious education is an effective way of education. In Ideological and political teaching, the creation of classroom psychological environment is an unconscious education. The purpose of studying the application of educational psychology in Ideological and political teaching in colleges and universities is to better understand and grasp the problems that violate the laws of educational psychology in Ideological and political teaching in Colleges and universities, so as to explore an ideological and political teaching mode based on the ideas, theories and methods of Educational Psychology, closer to students and reality, and make it really play a role in the teaching process.

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CORRELATION ANALYSIS BETWEEN POSITIVE PSYCHOLOGY AND ORAL ENGLISH PRODUCTION

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Background: Positive psychology has become a theory to study the scope of psychology and a milestone in the opening of educational reform. Starting from happiness, it takes the positive value orientation of psychology as the core, speeds up the formation of good psychological quality of learners and ensures the healthy and happy growth of learners. In the field of teaching, it has a positive impact on alleviating students' sense of helplessness and mobilizing students' optimistic learning attitude. Therefore, teachers should attach great importance to the application of positive psychology in middle school English. Middle school English teachers should try their best to implement positive psychology in oral English teaching, eliminate the tension and fear of students' oral English communication, and strive to improve students' oral ability. Therefore, the author gives the following analysis and suggestions.

Subjects and methods: Taking the application of positive psychology in middle school oral English teaching as the research object, combined with the current specific situation of middle school students' oral English training, this paper first analyzes the overview of positive psychology and students' oral English problems, and then introduces interesting content, mobilizes students' oral English training motivation, introduces game activities, reduces students' fear of oral English training and introduces positive evaluation, Strengthen students' confidence in oral training, deeply explain and explore the application strategies of positive psychology in oral English Teaching in middle school, so as to enhance the quality and efficiency of the application of positive psychology in oral English teaching, and the purpose is to provide reference materials for relevant research.

Study design: It is an inevitable trend of college oral English curriculum reform to use the concept of positive psychology to build an efficient classroom of college oral English and promote the perception of students' emotional attitude and the improvement of learning effect from a positive and positive perspective.

Methods of statistical analysis: Through the cooperation and exchange between teachers and students and between students, we can stimulate potential and accumulate a little, so that we can really adapt to environmental conditions and be flexible in a variety of specific and broad related environments. Practice has proved that positive and healthy emotions can greatly promote the smoothness of language expression. For college oral English, the two-way investment in teaching and learning is a practical guarantee to produce an efficient classroom. Only when teachers and students take positivity as their own value orientation, the classroom will show lasting efficiency in constant vitality.

Results: Based on the questionnaire, 400 teachers and students were randomly selected from a university for distribution. The specific questionnaire data are shown in Table 1 below.

According to the importance of the results of the questionnaire on the correlation between positive psychology and oral English output, the methods and approaches of the application of positive psychology and oral English output can be further obtained. Specific methods and approaches to improve positive psychology and oral English output are as follows.

Table 1. Survey results of the correlation between positive psychology and oral English output.

Investigation content	Total number of people investigated	Valid questionnaire	Number of people	Proportion
The importance of emotional maintenance between people			120	22.4
Students' academic success or failure	400	372	126	33.9
Positive feelings are conducive to individual happiness			126	33.9

(1) Positive psychology and influencing factors of oral English production: Methods of positive psychology and oral English production.

(2) The importance of emotional maintenance between people: First, respect the personality of each student; Second, respect the rights of every student; Third, in the process of classroom interaction, guide students to cooperate with each other and encourage their success; Fourth, combine teaching with fun, change the boring and boring teaching content, and give students a favorite form of English learning.

(3) Students' academic success or failure: If a student attributes the failure of an exam to the lack of learning ability, he will fail in the next exam. If an individual feels that his ability is insufficient, he will subconsciously feel that he can't do anything; However, if the failure of the test is attributed to the external factor-bad luck, the possibility of failure in the later test is small, because luck is unstable, like gambling; On the contrary, students with strong learning motivation will think that their own efforts have contributed to their success in learning. On the contrary, they are attributed to their insufficient efforts. At the same time, they are not willing to fail and will encourage themselves to continue their efforts in failure.

(4) Positive feelings are conducive to individual happiness: In the process of English teaching, teachers should treat students patiently, sincerely and enthusiastically, give students sufficient thinking time in class, and encourage students to express their views and give affirmation. There are always some students in the class who are introverted or have low self-esteem. When they encounter difficulties in learning, they are also unwilling to take the initiative to communicate with teachers and students. For this kind of students, first of all, teachers should actively pay attention to their learning dynamics after class, understand their learning troubles through communication and observation, so that students can feel the care of teachers, so as to actively exchange their learning situation with teachers, so as to help students get out of their learning difficulties; In class, teachers can encourage and affirm students by creating some teaching situations and guiding them to raise their hands to answer, whether they are right or wrong.

Through the above four methods, positive psychology and spoken English are combined to complement each other's strengths, and play the role of positive psychology in spoken English, improving students' psychological quality and learning efficiency at the same time.

Conclusions: To sum up, the application of positive psychology in oral teaching classroom in middle school can not only enhance students' interest in learning and establish a harmonious relationship between teachers and students, but also lay a positive oral English environment, increase the happiness index of teachers and students, and facilitate the formation of students' perfect personality. In teaching, teachers should implement positive psychology in an all-round way, deepen students' enthusiasm and autonomy in oral training, tap students' English potential, evaluate and encourage students actively, and highlight the effect of oral teaching.

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THE INFLUENCE OF MASS ENTREPRENEURSHIP AND INNOVATION EDUCATION INTEGRATED INTO AUTOMOBILE SPECIALTY TEACHING ON ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT PSYCHOLOGICAL ANXIETY

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Background: "Mass entrepreneurship and innovation" was first proposed at the summer Davos Forum in Tianjin in 2014. Premier Li Keqiang stressed the need to adhere to the innovation driven development strategy, solidly promote "mass entrepreneurship and innovation", and constantly stimulate market vitality and social creativity. On February 18, 2016, the guiding opinions of the general office of the State Council on accelerating the development of maker space and serving the transformation and upgrading of the real economy proposed to promote the professional development of maker space, provide low-cost, all-round and professional services for promoting "mass entrepreneurship and innovation", implement the innovation driven development strategy, and fully release the innovation and entrepreneurship vitality of the whole society. We will accelerate the transformation of scientific and technological achievements into real productive forces and enhance new momentum for the development of the real economy.

As a huge driving force to promote social and economic development, "mass entrepreneurship and innovation" is a strong support to expand social employment space. Innovation and entrepreneurship have brought about the continuous emergence of new economic forms, created more and higher quality employment opportunities for workers, met the employment needs of workers, and transformed China's huge population pressure into human resources needed for social and economic activities. Young and middle-aged groups, especially college students who have received higher education, have higher acceptance of new things, stronger learning ability of new knowledge, dare to try and work hard, which is a force that can't be ignored in practicing the concept of "mass entrepreneurship and innovation". Under the new situation, only by integrating mass entrepreneurship and innovation education into the teaching of automobile professional courses and allowing automobile professional college students to make psychological adjustment for employment in time, can they meet challenges and seize opportunities more actively. Based on the analysis of the current employment situation of automobile professional college students under the situation of "mass entrepreneurship and innovation", this paper explores how to integrate mass entrepreneurship and innovation education into automobile professional courses, and how to solve the main psychological problems in the employment process of automobile professional college students. Combined with the author's peer psychological counseling experience in recent two years, this paper discusses how to make employment psychological adjustment, some suggestions are put forward to alleviate psychological anxiety.

Subjects and methods: This paper investigates the current situation of newly graduated college students majoring in automobile in our university, forms a report on the existing problems, analyzes the causes of the problems in the report, obtains the current situation of college students majoring in automobile under the background of "mass entrepreneurship and innovation", and finally puts forward the countermeasures to alleviate the psychological anxiety of College Students 'employment through the integration of mass entrepreneurship and innovation education into the teaching of automobile professional courses.

Study design: The questionnaire designed in this paper is to analyze the current situation, existing problems and causes of automobile college students after employment under the background of mass entrepreneurship and innovation education.

Methods of statistical analysis: This study uses the method of comprehensive data analysis to analyze the final results of the questionnaire.

Results: There are about 2500 newly graduated college students majoring in automobile in our university. The annual recruitment quota of major enterprises and employers is relatively limited. In order to select the best for admission, the employment threshold is naturally higher and higher. The employment situation of college students is very severe. The employment difficulty of college graduates is prominent, and there are obvious structural employment problems.

College students have different views on job choice: in terms of gender, male college students prefer units that are conducive to displaying their personal talents; Female college students mainly consider the stability of professional posts and whether they can realize the dual tasks of career and family. In the environment of mass entrepreneurship and innovation, it is returning from ideal to reality. The concept of job choice is becoming more and more rational. The employment environment is not optimistic. Many college students choose to start their own businesses; However, some college students have low goals and high goals, and do not establish correct values, which affects the improvement of employability.

Table 1. Employment status of college students majoring in automobile.

	Quantity/person	Proportion/%
Different views on job choices	2453	98.12
Many employment difficulties	2367	94.68
The structural employment problem is obvious	2287	91.48

There are many difficulties in the employment of college students: Although there are a large number of college graduates, some college students have too high job-hunting goals, do not have correct self-awareness, pursue jobs with high salary and strong stability, locate job-hunting in first tier cities and some mainstream industries, and are unwilling to choose grass-roots posts or non-mainstream industries, aggravating the employment problem; On the other hand, in the past two years, China is in the stage of accelerating the clean-up of excess capacity. In the environment of circular economy, energy enterprises and traditional processing and manufacturing enterprises restructure and stop production. The demand for talents is also declining, so there is no new recruitment demand, which also increases the difficulty of employment.

The structural employment problem is obvious: with the industrial upgrading, the labor market has higher and higher requirements for skills. College students lack of application skills, and the quality of talent training in colleges and universities can't meet the quality needs of the job market in the new era. On the one hand, the number of college students is increasing. On the other hand, the quality of college students is backward, and college students lack applied knowledge and high skills, so it is difficult to adapt to the new requirements of the labor market.

In the "mass entrepreneurship and innovation" environment, the improvement of College Students' employability involves government policies, industrial enterprises, colleges and universities, families and college students. This paper mainly puts forward the countermeasures to improve their employability from the perspective of colleges and universities. Colleges and universities need to speed up reform and transformation, carry out the combination of vocational mental health education and curriculum, and promote the close connection between vocational education and social needs, pay attention to the innovation and entrepreneurship education of college students, strengthen the career planning education of college students, and strengthen the practical education of college students.

Conclusions: (1) Carry out occupational mental health education. In the "mass entrepreneurship and innovation" environment, college students need to establish a correct concept of employment, colleges and universities need to actively carry out vocational mental health education for college students, and guide college students to correctly deal with the difficult problem of employment. College employment guidance teachers and psychological counseling teachers cooperate to carry out group professional psychological counseling for college students, or carry out individualized psychological counseling according to students' individual differences, so that college students can maintain a healthy state of mind and improve their adaptability to employment. (2) Pay attention to the innovation and entrepreneurship education of college students. In the "mass entrepreneurship and innovation" environment, entrepreneurial ability is also employability. Improving college students' entrepreneurial ability and guiding and supporting more college students to succeed in entrepreneurship are not only to solve the employment problems of college students, but also to promote the employment of other college students. Colleges and universities need to carry out effective innovation and entrepreneurship education for college students, not only provide relevant theoretical courses for college students, but also build a comprehensive innovation and entrepreneurship practice teaching system, organize all kinds of College Students' employment and entrepreneurship assistance action training and entrepreneurship simulation practice for college students, improve college students' business operation experience and encourage college students to start their own businesses, Provide resources to support college students' entrepreneurship. (3) Strengthen the career planning education of college students. Strengthen the career planning education of college students in the college stage. When cultivating college students, colleges and universities need to introduce the concept of "career" to college students, strengthen their "career consciousness", so that college students can think and plan in advance. Through career planning education and career assessment tools, college students can have a certain correct understanding of themselves, including college students' self-interest, personality and values, have a certain understanding of employment policies, employment situation and employment environment, and actively carry out employment policy introduction, interview skills training and resume making guidance, Establish a tracking and feedback mechanism for graduates' employment, and use new media to release job search information and skills, so as to create a growth plan for college students. (4) Strengthen the practical education of college students. Practical ability plays an important role in college students' employability. Therefore, colleges and universities need to strengthen college students' practical education, build an all-round and whole process practical education system, actively guide college students to participate in various social practice activities during school, and guide them to combine professional knowledge learning with the improvement of practical ability in participating in social practice activities, All majors in Colleges and universities need to strengthen school enterprise cooperation and create a number of specialty related internship bases, so that college students can understand job needs and improve their employability through internship.

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THE RELATIONSHIP BETWEEN PHYSICAL EXERCISE LEVELS AND ANXIETY OF COLLEGE STUDENTS DURING THE COVID-19 PANDEMIC

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SUMMARY

Background: Subjective anxiety is one of hot spots in the field of positive psychology. It can not only evaluate a person's quality of life, but also measure a person's mental health and psychological development level. Therefore, it has important theoretical significance to study the relationship between physical exercise and subjective anxiety.

Subjects and methods: In order to examine the relationship between physical exercise and the subjective anxiety among college students, a questionnaire survey method was completed by 1,000 college students in Zhengzhou University. After psychological construction and empirical exploration, the psychological construction model of the subjective anxiety of college students is proposed, and the method of structural equation modeling is used to verify the model.

Results: There is a significant correlation between the duration of exercise and the subjective anxiety among college students. Duration of exercise and body satisfaction have the highest correlation with a correlation coefficient of 0.331, which has a significant negative correlation with negative emotions. Exercise intensity is significantly correlated with positive emotions and physical satisfaction. There is a significant positive correlation between exercise intensity and duration of exercise and the various levels of physical self-esteem, but the correlation with the coping style is not significant. The duration of exercise is significantly negatively correlated with conversational disturbances and social barrier. The exercise intensity is significantly negatively correlated with social barrier. The duration of exercise is significantly negatively correlated with neuroticism, and the amount of exercise is significantly positive with introverted personality. Related. The various levels of subjective anxiety among college students are significantly related to physical self-esteem, positive coping, interpersonal relationships and personality characteristics.

Conclusions: The subjective anxiety among college students who participate in physical exercise is stronger than that of college students who do not exercise. This difference is manifested in the emotional component and special life satisfaction between the two. Short-term physical exercise has no effect on the subjective anxiety of college students. Light and moderate exercise intensity have a deeper impact on the subjective anxiety among college students with the increase of exercise duration. Physical exercise can not only directly affect subjective anxiety among college students, and but also affect college students' subjective anxiety through intermediary variables such as physical self-esteem, interpersonal relationships, and personality characteristics.

Key words: physical exercise - subjective anxiety - college students - psychological mechanism

* * * * *

INTRODUCTION

Substantial studies on emotion regulation support that regulation of cognitive reappraisal is more effective than expression suppression. Guided and spontaneous cognitive reappraisal can well reduce participants' emotion experience. Cognitive reassessment can be used to help individuals generate more positive emotions in stressful situations (Andreotti 2013). Goldin et al. used cognitive reassessment for psychotherapy of 75 adult patients with anxiety disorder. The results showed that participants' social anxiety was significantly reduced (Goldin et al. 2012). According to the laboratory study of expression suppression by Goldin et al., the main trial instruction asked the subjects to suppress the negative emotions of aversion stimulus, and the negative emotional experience reported by the subjects was relatively fewer than non-inhibitors, but more than the participants under cognitive reappraisal conditions (Goldin et al. 2008). Research from physiological psychology further supports the idea that cognitive reappraisal is better than expression inhibition. The brain areas related to emotion regulation mainly include the amygdala (amygdala), medial orbitofrontal cortex (mOFC), bilateral prefrontal lobes (PFC), and anterior cingulate gyrus (Bush et al., 2000). Some studies argue that cognitive reappraisal can reduce the activation of the amygdala, but also the activation of the ventromedial orbitofrontal cortex (Phan et al. 2005, Schaefer et al. 2002). However, expressive suppression does not reduce the activation of amygdala; on the contrary, it increases the activation of the medial orbital frontal lobe (Ohira et al. 2006). ERP study by Cheng Li et al. (2011) on the regulation of fearful emotions showed that cognitive reappraisal started earlier and lasted longer than that of expressive suppression in regulating negative emotions, which again verifying that cognitive reappraisal is better than expressive suppression.

Generally speaking, previous research on emotion regulation focus on weakening the adjustment methods (evaluation neglect and expression inhibition), yet few

research on enhancing adjustment (evaluation attention and emotional catharsis). In fact, athletes not only need to control impulse and inhibit the expression of negative emotions, but also need to seek adaptive expression of positive and negative emotions, no matter in daily life or competitions (Wang & Guo 2003). This kind of adaptive expression actually exists, which gradually attracts the attention of more researchers. In the process of training and competition, athletes will produce a variety of complex emotions, and even extreme changes in their emotional state will occur in an instant. Athletes will seek various ways to express the emotions. In sports situations, it is still unclear whether the effects of emotion regulation methods are different from the situations involved in previous studies, so it is necessary to conduct a more in-depth discussion on them.

Substantial studies on the self-control of athletes are being carried out in the field of sports. Studies have shown that loss of self-control can lead to more "Yips" (an involuntary muscle contraction that manifests itself differently across sports) in athletes who emphasize the stability and control of technical movements in sports such as table tennis, badminton, tennis and golf; The "Polar Bear" experiment discovered the inverse effect of psychological control, and proposed the theory of inverse processing based on a series of empirical studies (Wegner et al. 1987).

The self-control attrition model believes that the energy loss of self-control is only temporary, which can be compensated in certain ways, including rest or sleep (Baumeister et al. 2000), increasing motivation level (Bargh 1990), supplementing blood glucose (Gailliot et al. 2007) and so on. The latest research shows that emotional state is closely related to self-control. Positive emotions can effectively offset the loss of self-control and vice versa. Studies on the influence of different emotion regulation methods on self-control show that under negative emotions, the strategies of restraint and evaluation will consume more control resources (Li 2012).

Since the rise of exercise psychology in the 1960s and 1970s, physical exercise and mental health has become an important field in the study of sports psychology. Studies on the relationship between physical exercise and mental health mainly focuses on physical exercise, mood improvement, the influence of physical exercise on personality and self-concept, the relationship between physical exercise and cognitive function, and the mechanism by which physical exercise produces psychological benefits. Anxiety, depression, fear, stress, tension and other words that reflect negative emotions are more common among previous studies. It seems that most sports psychologists are more enthusiastic about the relationship between physical exercise and negative emotions and behaviors of human, not positive emotions. In fact, it is extremely necessary for exercise psychology to pay attention to the positive aspects of humanity, which will help ordinary people live healthier and better by using physical exercise. Subjective anxiety is one of hot spots in the field of positive psychology. It can not only evaluate a person's quality of life, but also measure a person's

mental health and psychological development level. Therefore, it has important theoretical significance to study the relationship between physical exercise and subjective anxiety, explore the reasons for the relationship between the two, further clarify the role of physical exercise in improving people's quality of life and maintaining people's mental health, promoting people's psychological development, and enriching the theory of exercise psychology and verifying the theory of subjective anxiety. The paper attempts to focus on the research process of the concept, measurement and predictive indicators of subjective anxiety, supplemented by the relationship between physical exercise and subjective anxiety and its predictive indicators. It adopts questionnaire survey, interview, and mathematical statistics method. Based on the analysis of the problems in the research on the relationship between physical exercise and subjective anxiety, the research hypothesis was put forward and verified.

METHODS

It is found that the research results about the relationship between physical exercise and subjective anxiety are not yet unanimous. At the same time, these studies also have obvious weaknesses. For example, most studies are based on the psychological factors influencing physical exercise such as time, type, frequency, intensity of exercise, etc., and rarely consider the comprehensive and interactive effects of these factors on subjective anxiety; there are lacks of controlled variable in previous research. In terms of these deficiencies, this paper attempts to study and solve the following questions: Is there a relationship between physical exercise and the subjective anxiety of college students? If there is a relationship, how do the four elements of physical exercise proposed by traditional sports affect the subjective anxiety of college students? What is the psychological mechanism of the effect of physical exercise on the subjective anxiety among college students?

Sampling survey is used to study the questions mentions and the data are collected from students in Zhengzhou University. Out of the 1,000 questionnaires distributed, 968 questionnaires were retrieved. The physical activity rating scale (PARS-3) was revised by Deqing Liang and others from Wuhan Sports University, which measures the amount of physical exercise from three aspects: the intensity of physical exercise, exercise time and exercise frequency, and the amount of physical exercise is used to measure participation level of physical exercise. The score of the amount of physical exercise = intensity * (time -1) * frequency. Each aspect is divided into 5 levels, with 5- point scale. The maximum amount of physical exercise is 100 points, and the minimum value is 0 point. The physical exercise evaluation standard is: light exercise intensity (1-19), medium exercise intensity (20-42), high exercise intensity (43-100). The test-retest reliability of the scale is 0.82.

The Physical Self-Esteem Scale for College Students was revised by Xia Xu and others. It includes a main scale

for physical self-worth and four sub-scales for athletic skill, physique, physical attraction and physical fitness. All the questions on the scale were given two kinds of statements to the subjects. The subjects chose one of the statements that fit them, and then chose to answer them from "completely consistent" and "somewhat consistent". Each question is a 4- point scale, and the total score range for each subscale is 6-24. Analysis revealed that these scales had good reliability and validity.

In this study, a group test was used. In class lessons or physical education theory courses, participants were instructed to fill in the questionnaire. The entrusted examiners did not study intensively before answering the questionnaires. The study used written notices to issue test requirements to the examiners and supplemented the test by telephone or e-mail.

RESULTS

The scales applied in the research was re-tested to improve the reliability of the research results. The reliability test results showed that the internal consistency of these scales is great and acceptable. It can also be seen from Table 1 that the Cronbach coefficient of the five subscales of the subjective anxiety among college students is between 0.62 and 0.89, indicating that the subjective anxiety scale has high reliability.

Table 1. Descriptive statistical results of assessment tools and reliability indicators (n=968)

Measured variable	M	SD	Value range	Cronbach α	Split-half
Positive emotion	19.4	4.6	6-30	0.76	-
Negative emotion	30.8	9.9	12-60	0.89	-
Life satisfaction	22.0	6.1	8-40	0.82	-
Learning satisfaction	17.6	4.7	6-30	0.76	-
Body satisfaction	10.8	2.6	3-15	0.62	-
Body self-worth	13.7	3.1	6-24	0.69	-
Athletic ability	13.9	3.8	6-24	0.81	-
Physical conditions	15.7	3.8	6-24	0.74	-
Physical attractiveness	13.6	3.2	6-24	0.83	-
Physical fitness	14.8	3.1	6-24	0.72	-
Active coping	2.8	0.47	1-4	0.71	-
Passive coping	2.2	0.53	1-4	0.66	-
Interpersonal relationship	9.4	5.3	0-28	-	0.77
Extraversion-introversion	7.8	2.8	0-12	-	0.70
Neuroticism	4.8	3.1	0-12	-	0.75
Physical exercise level	31.7	18.5	0-80	-	-

In order to more accurately reveal the relationship between physical exercise and subjective anxiety, it is necessary to control the variables in life event that are most likely to affect the subjective anxiety among college students. For this reason, this study uses the five dimensions of subjective anxiety among college students, namely positive emotion, negative emotions, life satisfaction, learning satisfaction, and body satisfaction as dependent variables, and unfortunate events, interpersonal changes, changes in household income, and changes in academic performance as independent variables. This paper conducts a multivariate analysis of variance on the relationship between the independent and dependent variables, and eliminates the samples that probably affect the subjective anxiety among college students. Due to the multivariate variance analysis of multiple independent and dependent variables, the Wilks' Lamhlta method, which has strong resilience with a long history, is used for the overall test. The results show that in the multivariate significance test of the five dimensions and four dependent variables, the WiIks'Λ value is between 0.975-0.992 ($P<0.05$), reaching a significant level. This explains that the four dependent variables may all affect the subjective anxiety among college students. Therefore, eliminating the samples involving the four variables among 1000 samples, the remaining 803 samples are used to further study the relationship between physical exercise and the subjective anxiety among college students.

Table 2. A Multivariate statistical test of different life events on levels of subjective anxiety among college students

Variables	Value	F	Df	P
Unfortunate events	0.992	2.98	5	0.011
Interpersonal changes	0.991	3.35	5	0.005
Changes in academic performance	0.975	4.91	10	0.000
Changes in household income	0.979	4.05	10	0.000

In order to examine whether there is a relationship between the subjective anxiety among college students

and physical exercise, the survey item of "Are you actively participating in physical exercise besides physical education?" According to the results, the samples are divided into the non-exercise group and exercise group, to assess the level of subjective anxiety among college students in the two groups. In order to improve the reliability of the result, this research analyzes the relationship between subjective anxiety and examines some demographic variables such as grade, gender, school location, school category, and academic performance rankings, before examining the impact of the two levels of this variable on the subjective anxiety among college students. The results show that gender and school category have obvious main effects on the subjective anxiety among university students (the Wilks' value of gender=0.965, F=5.527, P<0.01; the Wilks' value of school category=0.924, F=4.230, P<0.01), but no interaction between them. Therefore, when investigating the differences in subjective anxiety among college students who actively participate in physical exercise, it is necessary to control the variables of gender and school category.

The paper analyzes the exercise intensity and the duration of exercise that measure the level of long-term physical exercise and the subjective anxiety among college students and its predictive indicators. It is found that there is a significant correlation between the duration of exercise and the subjective anxiety among college students. Duration of exercise and body satisfaction have the highest correlation with a correlation coefficient of 0.331, which has a significant negative correlation with negative emotions. Exercise intensity is significantly correlated with positive emotions and physical satisfaction. There is a significant positive correlation between exercise intensity and duration of exercise and the various levels of physical self-esteem, but the correlation with the coping style is not significant. The duration of exercise is significantly negatively correlated with conversational disturbances and social barrier. The exercise intensity is significantly negatively correlated with social barrier. The duration of exercise is significantly negatively correlated with neuroticism, and the amount of exercise is significantly positive with introverted personality. Related. The various levels of subjective anxiety among college students are significantly related to physical self-esteem, positive coping, interpersonal relationships and personality characteristics. Among them, negative emotions are significantly negatively correlated with physical self-esteem, positive coping, and introverted personality characteristics, and are significantly positively correlated with negative coping, interpersonal disturbances, and neuroticism; other dimensions of college students' subjective anxiety have opposite relationship with the predictors compared with negative emotions.

CONCLUSIONS

By analyzing the research literature on the relationship between physical exercise and subjective anxiety, this paper puts forward the deficiencies in this field of research, and focuses on solving these problems. It always runs through the elements of physical exercise, subjective anxiety among college students and its predictive indicators.

The following conclusions are obtained through the research: (l) The subjective anxiety among college students can be divided into five dimensions: positive emotion, negative emotion, life satisfaction, learning satisfaction, and body satisfaction. (2) The compiled subjective anxiety scale with good reliability and validity can reflect the full picture of the subjective anxiety among college students. It can be used to conduct diagnosis, consultation and guidance on the mental health and psychological development of college students. (3) The subjective anxiety among college students who participate in physical exercise is stronger than that of college students who do not exercise. This difference is manifested in the emotional component and special life satisfaction between the two. (4) Short-term physical exercise has no effect on the subjective anxiety of college students. (5) Light and moderate exercise intensity have a deeper impact on the subjective anxiety among college students with the increase of exercise duration. The effect of vigorous intensity activities on subjective anxiety among college students with the increase of exercise duration shows an inverted "V"-shaped curve; as the increasing duration of exercise, the effect of moderate exercise intensity is significantly better than the that of light and vigorous exercise intensity. (6) Compared with the exercise intensity, the duration has a more important impact on the subjective anxiety among college students. (7) Physical exercise can directly affect the subjective anxiety among college students, and also operate the subjective anxiety among college students through intermediary variables such as physical self-esteem, interpersonal relationship, and personality. (8) Physical exercise is a positive coping, but it would do nothing to improve coping styles. (9) Exercise situations have different effects on the subjective anxiety among college students. The situation that is conducive to stimulating the autonomy and relationship needs of exercisers is more helpful to improve the subjective anxiety among college students. This suggests that contextual factors need to be considered when formulating exercise prescriptions for the impact of physical exercise on mental health. (10) Psychological variables have different requirements for exercise duration. This suggests that when formulating exercise prescriptions for the impact of physical exercise on mental health, it is necessary to determine the duration of the exercise program according to different psychological variables.

Conflict of interest: *None to declare.*

Contribution of individual authors:

Yi Liu: conception and design of the manuscript and interpretation of data, literature searches and analyses, manuscript preparation and writing the paper;

Tao Meng: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

Ming Li: made substantial contributions to conception and design, literature searches and analyses, participated in revising the article and gave final approval of the version to be submitted.

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A META-ANALYSIS OF THE EFFECTS OF PHYSICAL ACTIVITY INTERVENTION ON ANXIETY AND DEPRESSION IN CHINESE COLLEGE STUDENTS

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SUMMARY:

Background: Systematic evaluation of the effects of physical activities on the psychological disorders of Chinese college students, aiming to provide reference for the improvement and alleviation of anxiety, depression, and other psychological disorders of college students.

Subjects and Methods: By searching CNKI, Wanfang and VIP databases, 32 randomized controlled trials on the effects of physical activities on anxiety and depression in college students were included, 10 of which included anxiety indicators and 22 included depression indicators.

Results: Meta analysis showed that physical activity intervention could effectively improve and relieve anxiety of college students (WMD=3.97, 95% CI: 2.74, 5.20, P<0.00001). Subgroup analysis showed that the difference of different physical activity intervention methods on the anxiety of college students was statistically significant. At the same time, physical activity intervention can effectively improve and relieve the depression of college students (WMD=4.15, 95% CI: 3.27, 5.03, P<0.00001). Subgroup analysis showed that there was statistical significance in the influence of different physical activity intervention methods on college students' depression.

Conclusions: Sports intervention has a positive effect on improving and alleviating the anxiety and depression of Chinese college students and other psychological diseases. Different ways of sports activities have the effect on reducing the anxiety and depression of Chinese college students.

Key words: sports - college students – anxiety – depression-mental illness

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INTRODUCTION

Studies have shown that 12-32% of the population in developed countries has symptoms associated with anxiety or depression (Haller et al. 2014, Wittayanukorn et al. 2014). The incidence of anxiety or depression is much higher among college students than among adults. Mental illness has become a non-negligible problem affecting college students' daily study life and physical and mental health. Anxiety and depression are common psychological diseases among college students. Due to the physical and mental development of college students is not mature, the self-regulation ability is relatively poor, heavy learning tasks, easy to cause college students anxiety or depression and other psychological problems. Anxiety symptoms are common among Chinese college students, and the incidence is increasing year by year. The survey shows that the detection rate of anxiety among college students reaches 25.7% (Cheng & Jia 2019). Compared with anxiety, the incidence of depression is also a major problem. Relevant studies show that the incidence of depression among Chinese college students reaches 29.3% (Tang et al. 2013). Anxiety or depression symptoms of college students are basically mild to moderate, which can be effectively alleviated with appropriate intervention. However, if they cannot be improved and alleviated in time, they are likely to develop into clinical anxiety or depression in the future (Karsten et al. 2011), and even lead to the occurrence of dangerous events such as self-harm and death of others in college students.

At present, the main intervention means for anxiety or depression symptoms are drugs, psychology, and exercise. Drug intervention is generally suitable for the group with relatively serious anxiety and depression symptoms, but drug intervention generally has different side effects. Although psychological intervention usually has no side effects, most students are repellent to such intervention and refuse to accept it. Physical activity intervention can reduce the level of anxiety and depression, improve the overall emotional health, and is of great significance to alleviate the symptoms of anxiety and depression. Studies have shown that physical activity is a safe and effective intervention to improve and relieve symptoms of anxiety and depression (Dunn et al. 2005, Olafsdottir et al. 2018).In view of this, this paper conducted a Meta-analysis on the randomized controlled trials of physical activity on the intervention of anxiety and depression in college students to explore the effects of physical activity on anxiety and depression in Chinese college students, aiming to provide a reference for the improvement of anxiety and depression in Chinese college students by physical activity.

SUBJECTS AND METHODS

Literature search

This study used the methods described in the Cochrane Manual of Systematic Evaluation (Higgins & Green 2013) and was assessed and reported in accordance

with the PRISMA Guidelines (Moher et al. 2015). By searching CNKI, Wanfang and VIP databases, this paper collected domestic published literatures on the intervention of physical activities in anxiety and depression among college students in China. The retrieval subject words were "mental illness", "anxiety", "depression", "physical exercise", "physical activity", "sports", "college students", etc., and the retrieval strategy of combining subject words and free words was adopted, which was determined by manual retrieval after several pre-checks.

Inclusion and exclusion criteria

Literature inclusion criteria.

Literature was included according to PICOS criteria: (P) the subjects were Chinese college students with symptoms of anxiety or depression, regardless of gender, and the criteria were students with scores above the critical threshold after self-rating anxiety or depression scale screening, SAS>50 points, SDS≥53 points (Dai 2010); (I) physical activity or exercise intervention in the experimental group; (C) The control group was not physically active; (O) Anxiety and depression were determined to reflect the state of mental illness of college students according to the literature. SAS was used as the measurement tool for anxiety and SDS was used for depression; (S) The experimental design of the included literature was randomized controlled trials (RCTs) or controlled clinical trials (CCTs), and there was no significant difference between the experimental group and the control group before the experiment.

Literature exclusion criteria.

Literature exclusion criteria were as follows: (1) the subjects were not college students suffering from anxiety or depression; (2) The intervention mode is non-sports intervention; (3) The anxiety measurement tool used in the study was not SAS, and the depression measurement tool was not SDS; (4) Studies of non-randomized controlled trials and clinical controlled trials; (5) Incomplete data or review literature reports.

Literature screening and data extraction

Literature screening includes four stages: preliminary retrieval, screening, confirmation and final inclusion. The researchers conducted screening in strict accordance with the criteria from three aspects of "inclusion", "uncertainty" and "exclusion". In the final meta-analysis, 32 studies were included, including 10 studies on anxiety indicators and 22 studies on depression indicators.

In the data extraction process, two researchers respectively reviewed the full text of the included studies in strict accordance with the criteria and extracted the original information. Information extraction includes author name, publication year, study type, diagnostic criteria, and subject information. The extraction of experimental characteristic information includes sample size, intervention method, intervention plan (time, frequency, period), average and standard difference of indicators, etc. The extracted information was sorted out

and checked in Excel, and any inconsistencies were discussed and confirmed.

Risk bias assessment

The Cochrane Risk Bias Assessment Tool in the Cochrane Systematic Evaluation Manual (Furlan et al. 2009) was used for risk bias assessment in the included studies. 32 studies were independently evaluated by 2 researchers. This assessment tool mainly uses the criteria of "low", "uncertain" and "high" risk of bias to evaluate the included studies from six aspects.

Data analysis

Meta-analysis of the included studies was performed using RevMan 5.3 software. Since the test efficiency is greatly affected by the sample size, in order to avoid the influence of sample size on the statistical efficiency, IQ^2 as another important index of heterogeneity test. Using the I^2 Heterogeneity was tested for the included studies. When $P>0.1$, $I^2<50\%$, it indicates that there is no heterogeneity among the studies, and the fixed effect model is adopted. When $I^2≥50\%$ indicates heterogeneity between studies, and random effects model is adopted (Roger et al. 2013). Forest maps were used to determine Z, WMD and 95%CI. Funnel plots were used to test the publication bias of Meta analysis results.

RESEARCH RESULTS

Basic features of literature inclusion

Thirty-two of the included studies were published between 2003 and 2021.There were 10 studies including anxiety indicators. The study samples were 788 college students with SAS>50 measured by the Self-Rating Anxiety Scale, including 394 in the physical activity intervention group and 394 in the control group. The intervention measures of the physical activity intervention group included 3 pieces of basketball and other ball games, 2 pieces of aerobics, 2 pieces of aerobics and 3 pieces of Tai Chi and other traditional Chinese fitness techniques. There was no exercise intervention in the control group. In the intervention program, the duration of exercise ranged from 25 to 90 minutes, the frequency of exercise ranged from 2 to 7 times per week, and the duration of exercise ranged from 10 to 18 weeks. There were 22 studies including depression indicators. The study samples were college students with SDS≥53 measured by the Self-Rating Depression Scale, with a total sample size of 1636 people, including 849 in the physical activity intervention group and 187 in the control group. Intervention measures in the physical activity intervention group included 8 articles of fitness and aerobics, 7 articles of running and other aerobic exercises, 4 articles of traditional Chinese fitness techniques such as Taijiquan and 3 articles of basketball and other ball games. There was no exercise intervention in the control group. In the intervention program, the duration of exercise ranged from 30 to 90 minutes, the frequency of exercise

ranged from 1 to 7 times per week, and the duration of exercise ranged from 4 to 40 weeks. The basic characteristics of the included literatures are shown in Table 1.

Table 1. Basic characteristics of the included literatures

| Literature sources | Sample size (E/C) | Means of intervention | Intervention plan | | | Measurement |
			Time (min)	Frequency (per week)	Cycle (weeks)	
Yuan et al. (2009)	15/15	Basketball	60	3	12	Anxiety
Gao et al. (2013)	15/15	Tai chi chuan	25	2	18	Anxiety
Zhang (2013)	40/40	Aerobics	90	2	18	Anxiety
Guo et al. (2020)	30/30	Basketball and football	50	3	12	Anxiety
Mao et al. (2008)	52/52	Tai chi chuan	60	3	18	Anxiety, depression
Guo et al. (2009)	56/56	Aerobics	60	3	18	Anxiety, depression
Yang (2010)	100/100	Aerobic exercise	60	2	15	Anxiety, depression
Hu et al. (2011)	25/25	Aerobic exercise	60	3	10	Anxiety, depression
Ma (2017)	31/31	Basketball	50	3	12	Anxiety, depression
Zhang (2021)	30/30	Traditional Fitness techniques	60	7	12	Anxiety, depression
He et al. (2003)	30/30	Aerobic exercise	60	3	16	Depression
Fan (2003)	30/30	Aerobic exercise	60	3	16	Depression
He et al. (2004)	30/30	Setting-up exercise	60	3	8	Depression
Wang (2008)	118/60	Jump rope	20	2	4	Depression
Li (2008)	18/19	Aerobics	60	3	12	Depression
Tang et al. (2009)	39/34	Basketball, bad minton	60	3	12	Depression
Qiao (2010)	30/34	Aerobics	90	1	10	Depression
Jiao (2010)	21/23	Setting-up exercise	30	3	8	Depression
Zhu et al. (2011)	24/24	Running	30-50	3	8	Depression
Li (2012)	27/26	Aerobics	60	3	8	Depression
Wang et al. (2013)	15/15	Dancing	60	1	12	Depression
Li (2014)	25/24	Aerobic exercise	60	5	8	Depression
Li et al. (2014)	20/20	Eight, kam	50	5	40	Depression
Zheng (2015)	20/20	Bad minton	90	2	12	Depression
Li (2020)	73/69	Cha-cha	45	2	12	Depression
Tan et al. (2020)	35/35	Eight, kam	40	3	16	Depression

Note: E: Physical activity intervention group; C: control group.

Evaluation of literature methodological quality

The 32 included studies were assessed for risk bias according to the quality assessment criteria in the Cochrane Manual of Systematic Reviews. In the aspect of allocation scheme concealment, only one study mentioned it. As for the blind method, only 3 studies blinded the subjects, and all the studies did not blind the evaluators of the results. Because the evaluators of the results are the implementors of the whole intervention plan, it is difficult to blind them. The data of 32 studies were complete, and the situation of lost follow-up and dropouts was clearly described, as shown in Figure 1.
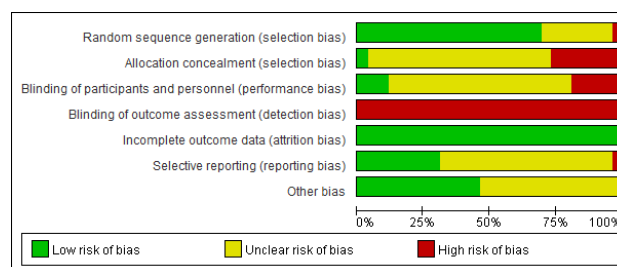
Figure 1. Risk of bias assessment for included studies.

RESULTS OF META ANALYSIS

Influence of physical activity intervention on

anxiety indicators of college students

Ten studies including anxiety indicators included 798 subjects, including 394 in the physical activity intervention group and 394 in the control group. Figure 2 shows the results of Meta-analysis on the influence of physical activities on anxiety indicators of college students. Heterogeneity test shows that $I^2=43\%$, $P=0.07$.

There was heterogeneity among studies, and the random effects model was adopted. $WMD=3.97$, 95% CI [2.74,5.20], $Z=6.33$, $P<0.00001$, the difference was statistically significant. It shows that compared with the control group, physical activity intervention can improve the anxiety of college students. Therefore, the physical activity intervention has a positive effect on improving the anxiety of college students.
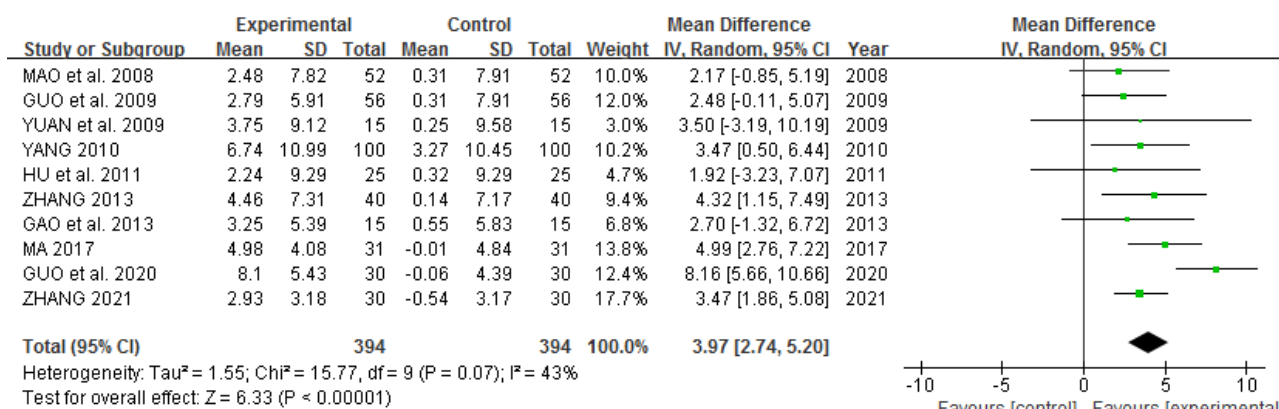
Figure 2. Forest diagram of the influence of physical activity intervention on anxiety of college students.

Influence of physical activity intervention on depression indexes of college students

The 22 studies that included depression markers included 1636 subjects, including 849 in the physical activity intervention group and 787 in the control group. Figure 3 shows the Meta-analysis results of the influence of physical activity on the depression indicators of college students. Heterogeneity test showed that $I^2=53\%$,

$P=0.002$. There was heterogeneity among studies, and the random effects model was adopted. $WMD=4.15$, 95% CI [3.27,5.03], $Z=9.28$, $P<0.00001$, the difference was statistically significant. The results show that compared with the control group, the physical activity intervention group can effectively improve the depression mood of college students. Therefore, the physical activity intervention has a positive effect on improving the depression of college students.
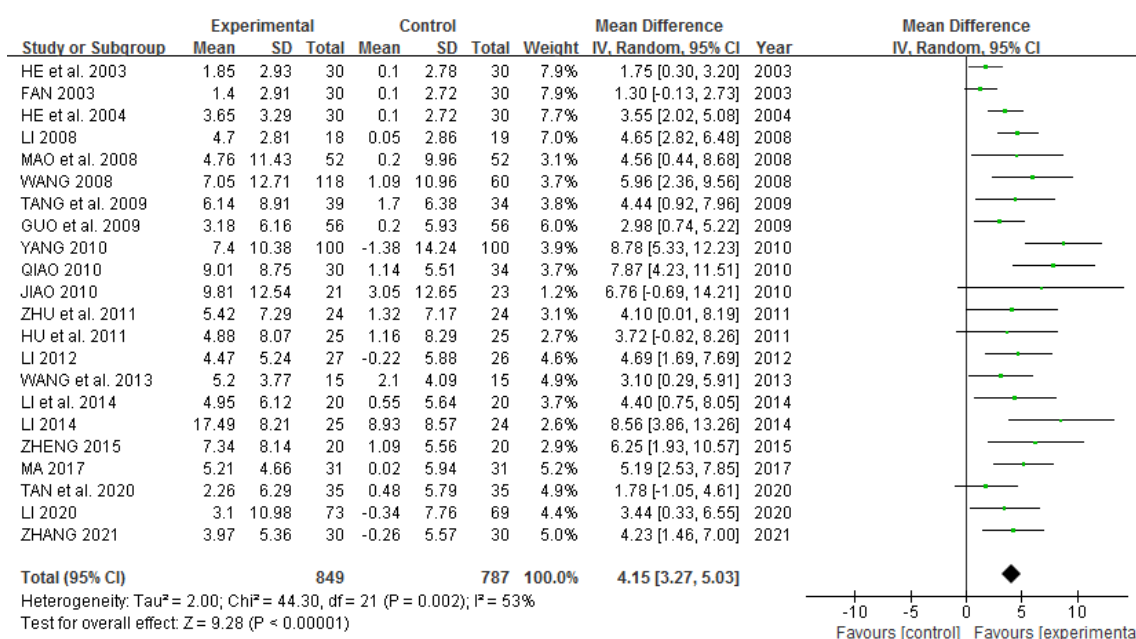
Figure 3. Forest map of the effect of physical activity intervention on college students' depression.

Subgroup analysis

In terms of anxiety index, the 10 included studies divided physical activity into ball games, traditional

Chinese fitness techniques, aerobics and aerobics for subgroup analysis. Heterogeneity test of ball games group showed that I^2=51%, P=0.13, combined effect size WMD=6.13, 95% CI [3.52,8.75], Z=4.59, P<0.00001, the difference was statistically significant. Heterogeneity test of Chinese traditional fitness technique group showed that I^2=0%, P=0.74, combined effect size WMD=3.13, 95% CI [1.79,4.47], Z=4.59, P<0.00001, the difference was statistically significant. Heterogeneity test in the aerobics group showed that I^2=0%, P=0.38, combined effect size

WMD=3.21, 95% CI[1.21,5.22], Z=3.14, P=0.002, the difference was statistically significant. Heterogeneity test in the aerobic exercise group showed that I^2=0%, P=0.61, combined effect size WMD=3.08, 95% CI[0.51,5.66], Z=2.35, P=0.02, the difference was statistically significant. The forest diagram of the subgroup analysis of the influence of different physical activity intervention methods on anxiety indicators of college students is shown in Figure 4.
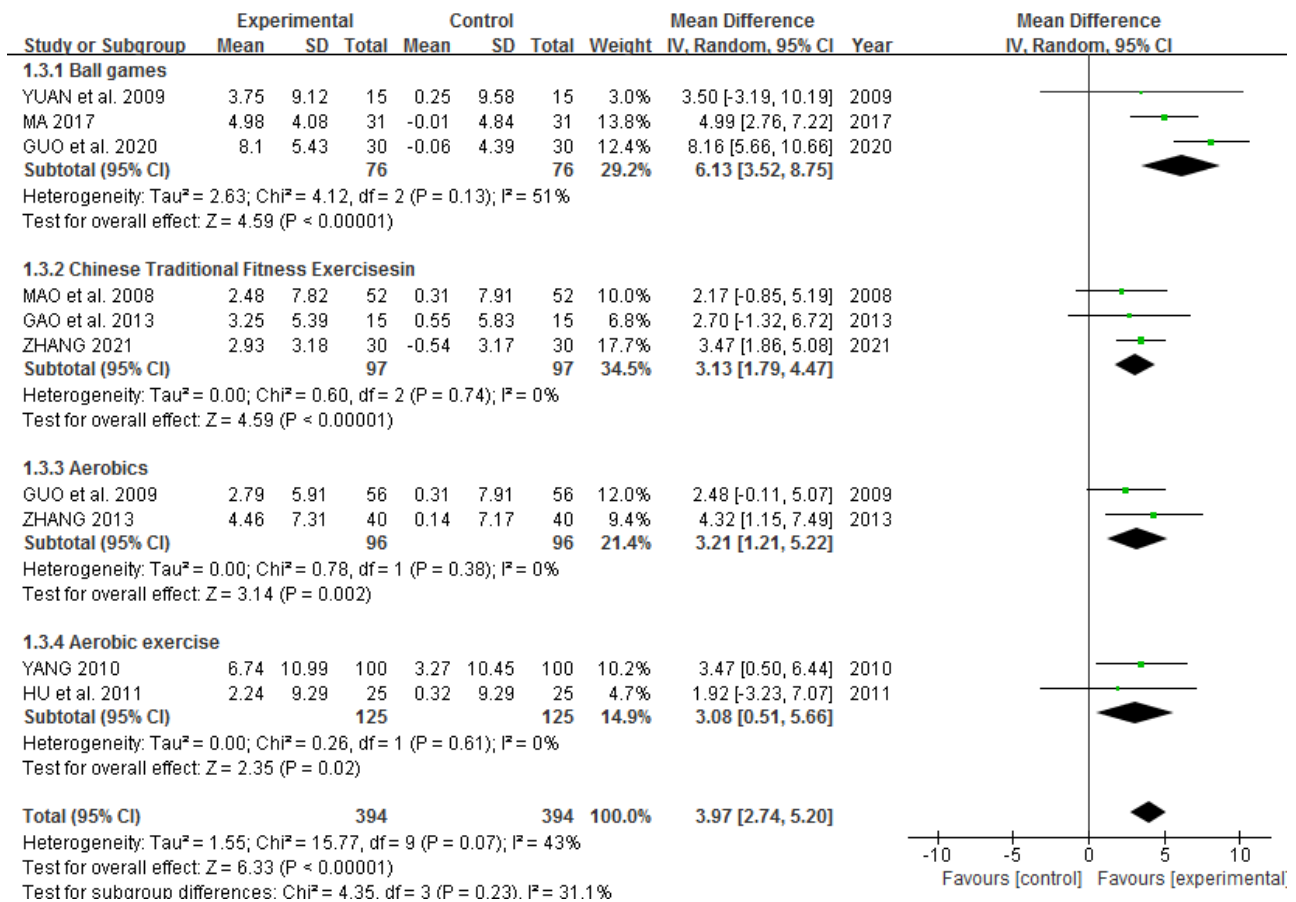
Figure 4. Forest plot of subgroup analysis of the effects of different physical activity intervention methods on anxiety of college students.

In terms of depression indicators, the 22 included studies also divided physical activity into ball games, traditional Chinese fitness techniques, aerobics and aerobics for subgroup analysis. Heterogeneity test of ball games group showed that I^2=0%, P=0.82, combined effect size WMD=5.18, 95% CI[3.27,7.08], Z=5.33, P<0.00001, the difference was statistically significant. Heterogeneity test of Chinese traditional fitness technique group showed that I^2=0%, P=0.54, combined effect size WMD=3.53, 95% CI[1.93,5.13], Z=4.32, P<0.0001, the difference was statistically significant. Heterogeneity test

in the aerobics group showed that I^2=3%, P=0.41, combined effect size WMD=4.04, 95% CI[3.16,4.92], Z=9.03, P<0.00001, the difference was statistically significant. Heterogeneity test in the aerobic exercise group showed that I^2=78%, P=0.0001, combined effect size WMD=4.45, 95% CI[2.23,6.66], Z=3.94, P<0.0001, the difference was statistically significant. The subgroup analysis of the effects of different physical activity intervention methods on the depression indexes of college students is shown in Figure 5.

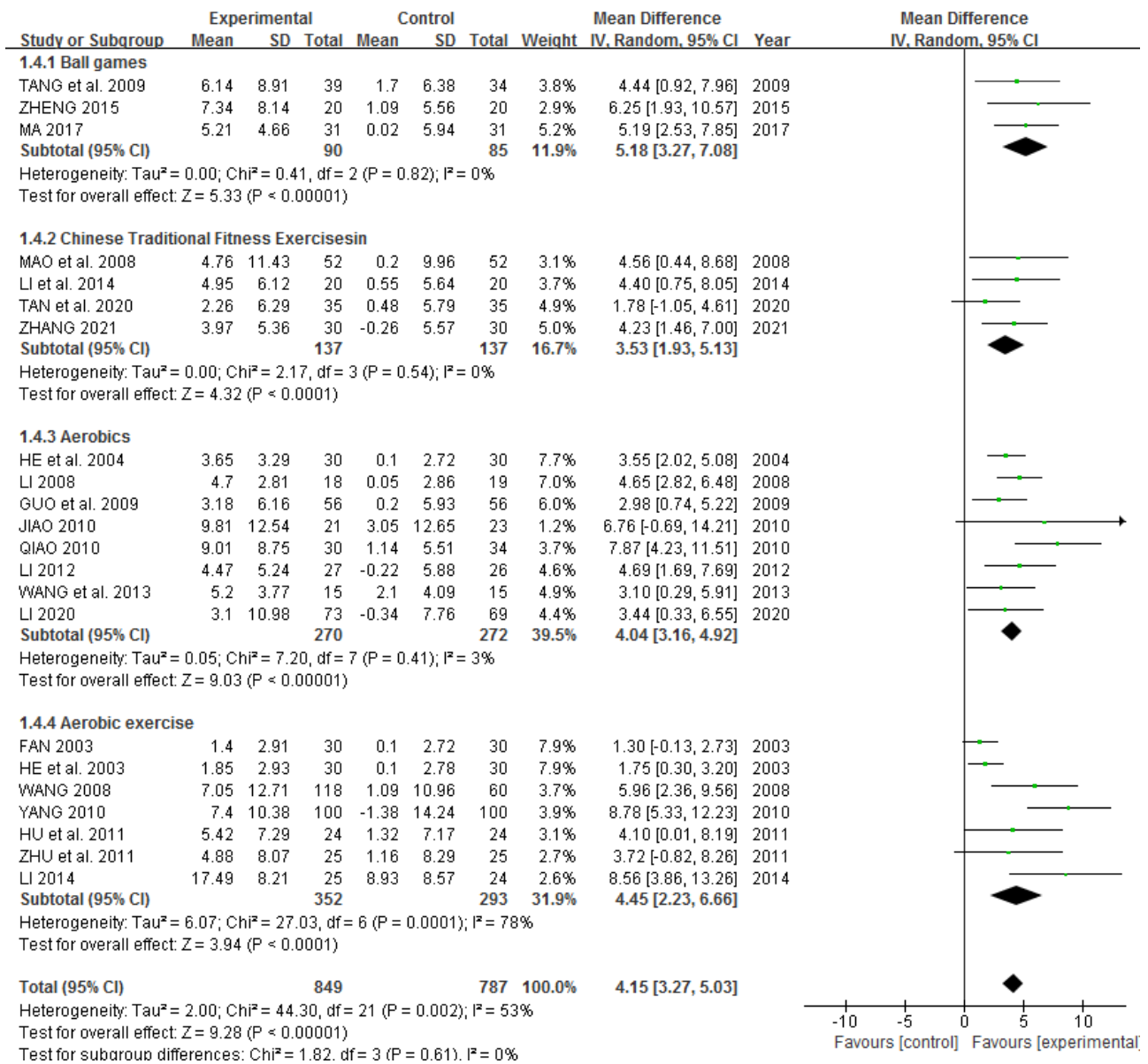| Study or Subgroup	Experimental Mean	SD	Total	Control Mean	SD	Total	Weight	Mean Difference IV, Random, 95% CI	Year
1.4.1 Ball games									
TANG et al. 2009	6.14	8.91	39	1.7	6.38	34	3.8%	4.44 [0.92, 7.96]	2009
ZHENG 2015	7.34	8.14	20	1.09	5.56	20	2.9%	6.25 [1.93, 10.57]	2015
MA 2017	5.21	4.66	31	0.02	5.94	31	5.2%	5.19 [2.53, 7.85]	2017
Subtotal (95% CI)			90			85	11.9%	5.18 [3.27, 7.08]	
Heterogeneity: Tau² = 0.00; Chi² = 0.41, df = 2 (P = 0.82); I² = 0%									
Test for overall effect: Z = 5.33 (P < 0.00001)									
1.4.2 Chinese Traditional Fitness Exercisesin									
MAO et al. 2008	4.76	11.43	52	0.2	9.96	52	3.1%	4.56 [0.44, 8.68]	2008
LI et al. 2014	4.95	6.12	20	0.55	5.64	20	3.7%	4.40 [0.75, 8.05]	2014
TAN et al. 2020	2.26	6.29	35	0.48	5.79	35	4.9%	1.78 [-1.05, 4.61]	2020
ZHANG 2021	3.97	5.36	30	-0.26	5.57	30	5.0%	4.23 [1.46, 7.00]	2021
Subtotal (95% CI)			137			137	16.7%	3.53 [1.93, 5.13]	
Heterogeneity: Tau² = 0.00; Chi² = 2.17, df = 3 (P = 0.54); I² = 0%									
Test for overall effect: Z = 4.32 (P < 0.0001)									
1.4.3 Aerobics									
HE et al. 2004	3.65	3.29	30	0.1	2.72	30	7.7%	3.55 [2.02, 5.08]	2004
LI 2008	4.7	2.81	18	0.05	2.86	19	7.0%	4.65 [2.82, 6.48]	2008
GUO et al. 2009	3.18	6.16	56	0.2	5.93	56	6.0%	2.98 [0.74, 5.22]	2009
JIAO 2010	9.81	12.54	21	3.05	12.65	23	1.2%	6.76 [-0.69, 14.21]	2010
QIAO 2010	9.01	8.75	30	1.14	5.51	34	3.7%	7.87 [4.23, 11.51]	2010
LI 2012	4.47	5.24	27	-0.22	5.88	26	4.6%	4.69 [1.69, 7.69]	2012
WANG et al. 2013	5.2	3.77	15	2.1	4.09	15	4.9%	3.10 [0.29, 5.91]	2013
LI 2020	3.1	10.98	73	-0.34	7.76	69	4.4%	3.44 [0.33, 6.55]	2020
Subtotal (95% CI)			270			272	39.5%	4.04 [3.16, 4.92]	
Heterogeneity: Tau² = 0.05; Chi² = 7.20, df = 7 (P = 0.41); I² = 3%									
Test for overall effect: Z = 9.03 (P < 0.00001)									
1.4.4 Aerobic exercise									
FAN 2003	1.4	2.91	30	0.1	2.72	30	7.9%	1.30 [-0.13, 2.73]	2003
HE et al. 2003	1.85	2.93	30	0.1	2.78	30	7.9%	1.75 [0.30, 3.20]	2003
WANG 2008	7.05	12.71	118	1.09	10.96	60	3.7%	5.96 [2.36, 9.56]	2008
YANG 2010	7.4	10.38	100	-1.38	14.24	100	3.9%	8.78 [5.33, 12.23]	2010
HU et al. 2011	5.42	7.29	24	1.32	7.17	24	3.1%	4.10 [0.01, 8.19]	2011
ZHU et al. 2011	4.88	8.07	25	1.16	8.29	25	2.7%	3.72 [-0.82, 8.26]	2011
LI 2014	17.49	8.21	25	8.93	8.57	24	2.6%	8.56 [3.86, 13.26]	2014
Subtotal (95% CI)			352			293	31.9%	4.45 [2.23, 6.66]	
Heterogeneity: Tau² = 6.07; Chi² = 27.03, df = 6 (P = 0.0001); I² = 78%									
Test for overall effect: Z = 3.94 (P < 0.0001)									
Total (95% CI)			849			787	100.0%	4.15 [3.27, 5.03]	
Heterogeneity: Tau² = 2.00; Chi² = 44.30, df = 21 (P = 0.002); I² = 53%									
Test for overall effect: Z = 9.28 (P < 0.00001)									
Test for subgroup differences: Chi² = 1.82. df = 3 (P = 0.61). I² = 0%									

Figure 5. Subgroup analysis of the effects of different physical activity intervention methods on depression indexes of college students. Forest plot.

Publication bias analysis

Publication bias exists objectively, but there is currently no good method to correct it (Reed et al. 2015). Traditional funnel plots were used to test the publication bias of included studies, as shown in Figure 6.
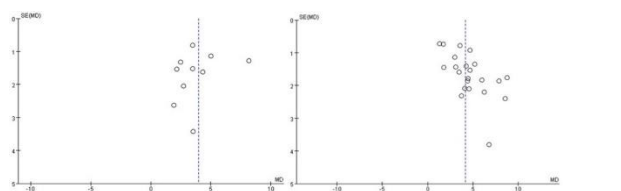
Figure 6. Publication bias funnel plot of the effects of physical activity intervention on anxiety and depression in college students

As can be seen from Figure 6, the 10 included studies containing anxiety indicators are in the middle and upper part of the funnel plot, and the symmetry of the studies on both sides of the effect line is relatively good. Therefore, there is no obvious publication bias in the included literatures. The 22 included studies containing depression indicators were in the middle and upper part of the funnel plot, and the studies were evenly distributed on both sides of the effect line with relatively good symmetry. Therefore, the publication bias of the included literatures was not obvious. The sensitivity analysis of literatures with high heterogeneity was conducted by cull method in this study. The analysis results showed that the heterogeneity was not significantly changed after the cull of some literatures and had no effect on the results. To ensure the comprehensiveness of the included studies and the integrity of the data, the 32 included studies were not deleted.

DISCUSSION

In the process of intervention for psychological diseases such as anxiety and depression of college students, physical activities have received considerable attention. This study screened the literature on the intervention of physical activity on anxiety and depression among Chinese college students, and used Meta analysis to systematically evaluate 32 included studies. Meta-analysis of the effects of physical activity intervention on anxiety and depression Forest Chart shows that the intervention effect of physical activity group is better than that of the control group, and the physical activity intervention has a significant effect on improving and alleviating anxiety and depression of college students, which is consistent with the results of previous studies (Poyatos-Leon et al. 2017, Manger & Motta 2005).The specific mechanism of exercise intervention in rats with anxiety and depression was discussed. Related studies on rats with anxiety showed that exercise can improve anxiety through channels such as monoamine neurotransmitters and neurotrophic factors (Wang et al. 2015, Xiong et al. 2016), Changes in mouse hippocampal gene expression after cessation of exercise led to the occurrence of anxiety symptoms in mice (Morgan et al. 2019). Studies on depressed rats have shown that by improving the functions of the prefrontal cortex, amygdala, and hippocampus, regulating the contents of serotonin, neurotrophic factor, and dopamine as well as their receptor activity synergically promote the improvement of depression (Gokdemir et al. 2020, Qu et al. 2019), and some mechanisms have also been confirmed in human studies (Li et al. 2009).

In terms of anxiety indicators, the subgroup analysis shows that different physical activity intervention methods have a positive effect on reducing the anxiety level of college students, and previous studies have also reached this conclusion (Liu et al. 2020). Ma Mingkun compared the influence of basketball, badminton and dance on anxiety of Zhuang college students, and found that different programs had different effects on anxiety intervention of Zhuang college students after conducting moderate intensity training of 50 minutes each time for 12 weeks, 3 times a week. Specifically, badminton has the most significant effect on college students' anxiety, followed by basketball, and finally dance. The study of Zhang Yuhong (2010) shows that there is no significant difference between football and badminton in improving the anxiety of college students. Bhui & Fletcher (2000) found that prolonged physical activity had a good effect on alleviating anxiety in adult men, while prolonged physical activity intervention had no significant effect on improving anxiety in women. Guo Xuting and Guo Mengmeng (2017) believed that exercising more than 3 times a week for more than 60 minutes each time had a positive effect on reducing the incidence of anxiety among college students. However, this study did not mention the upper limit, and it is not necessarily that the more frequency of intervention is better, and the longer the intervention time is better. The specific effects should be further studied and comparative analysis. Chen Gang (2010) compared the influence of different intervention frequencies on the anxiety of college students, and the frequency of sports intervention was once a week, twice a week and three times a week respectively. The research showed that the anxiety of college students who insisted on taking sports activities twice a week was most significantly improved. He Tiantian (2016) showed that one week of short-term physical activity intervention can alleviate anxiety of college students in the initial stage, but the effect is very short, while 12 weeks of physical activity intervention can effectively improve anxiety of college students, and the effect is very significant.

In terms of depression indicators, the subgroup analysis shows that different physical activity intervention methods have a positive effect on the depression level of college students, which is consistent with previous research results (Zhang 2020). However, Wang Xia and Yan Jun (2006) found that there was no significant difference between running and aerobics in reducing the depression level of female college students. Fang Xiuchong (2008) also pointed out that there was no significant difference between basketball and table tennis in alleviating college students' depression. Wu Zhijian, Song Yan li qing and Wang Zhuying (2020) study, than with the control, sports intervention can effectively improve female college students' level of depression, moderate intensity exercise intervention effect is better than low intensity, and Wang Xia and yan (2006) study for moderate and small intensity no difference on the female college students to reduce depression. Mao Xuechen and Shen Hejun (2014) discussed the influence of tennis on the depression level of male college students, and the results showed that, in terms of the intervention cycle, 6-week tennis had no significant effect on improving the depression level of male college students, but it had a significant effect on reducing the depression level of male college students after 12 weeks of continuous tennis. Guo (2020) compared the alleviating effects of 7 kinds of exercise interventions on depressive symptoms, and the results showed that Taijiquan had the most significant intervention effect on depressive symptoms of college students, followed by yoga exercise, followed by dancing, running, volleyball, basketball and badminton. The reason for this difference may be that volleyball and basketball belong to team sports, while badminton belongs to individual sports. Whether there is any improvement of team sports on college students' depression mood due to individual sports remains to be further tested.

There are some limitations and deficiencies in this study. Only published literature was included in the study, and unpublished and unpublished literature was not included; In this study, only the SAS and SDS scales were selected as the measurement tools for anxiety and depression. Although the measurement differences between different scales were avoided, the selection range became narrow; Of the 32 studies included, only 1 reported the hidden random assignment sequence method,

and only 3 studies blinded participants; Results evaluators were not blinded in any of the studies.

CONCLUSIONS

Physical activity intervention has a positive effect on the improvement and alleviation of anxiety and depression and other psychological diseases of Chinese college students. Different physical activity intervention methods have the same effect on the improvement of anxiety and depression of college students. Despite the limitations of the research methods, this study provides a reference for further research on the effects of physical activities on anxiety, depression and other psychological disorders in college students. Finally, it is suggested that future studies should try to clarify the mechanism of physical activity on anxiety and depression, and study design should be conducted strictly according to the criteria, with detailed description of random grouping method, allocation scheme hiding and blind method, so as to improve the quality of experimental studies.

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Article

THE DEVELOPMENT TREND OF CROSBY&FOSTER'S ECO-IMPERIALISM FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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SUMMARY

Background: The purpose of this article is to explore the development trend of Crosby Foster's ecological imperialism from the perspective of social psychology, and analyze the value of the theory of "critique of ecological imperialism". The connotation and practical value of the theory of "critique of ecological imperialism" have been studied in three aspects: "Focus Theory" and "Social Distance Theory".

Subjects and methods: This study selects three most representative power theories in the field of social psychology: "proximity-inhibition theory", "situational focus theory" and "social distance theory" to study the power theory of ecological imperialism. Crosby Foster's development of ecological imperialism has been outlined.

Results: "Situational Focusing Theory" regards embodied factors as situational factors that affect individual cognitive flexibility and selective attention. Researchers do find that power is related to concretization. The research on embodied concept in situational focus theory provides a new perspective and new method for the study of power. Only by reflecting on the shortcomings of capitalism can human beings think about their own way out, struggle unremittingly, and finally transition to a communist society. And Foster's ecological imperialism reveals the inevitability of such a system. Since the capitalist system inevitably exists, it is only a matter of time before the imperialist aggression extends to the ecological realm. Only by exposing and criticizing its evil deeds can it arouse public introspection and resistance, and progress to a communist society in which man and nature live in harmony.

Conclusions: Analyze the development trend of Crosby Foster's ecological imperialism from the perspective of social psychology, and obtain the Critical Theory of Crosby Foster's ecological imperialism, which provides a certain reference value for China to recognize and locate the global ecological situation. Enlightenment.

Key words: social psychology - Crosby Foster ecological empire - development trend - proximity-inhibition theory

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INTRODUCTION

Ecological theory is a realistic reflection of ecological crises. Its connotation has been enriched with the diversification of crises, just as the crises in the early 20th century manifested themselves in the destruction and grabbing of the harmonious order of nature by war, machinery, and chemicals. Early ecological theories focused on natural values and the overall aspects of nature (Wang et al. 2021). The critical form at the end of the 20th century is no longer the early barbaric violent plunder of resources. The developed countries are more inclined to promote their governance ideas through the established hegemonic order, through the use of concealed and soft means such as ideas, theories, technology, and funds. And strengthen the ecological dependence and ecological control of backward areas, and finally create a naked ecological empire. Therefore, the later ecological theories are not only concerned with the integral connection between nature and between humans and nature. They pay more attention to capital and Nature, developed countries' ecological hegemony control over backward countries, and global unequal ecological exchange cracks are contradictions. It can be seen that enriching and perfecting the critical theory system of ecological imperialism and clarifying the concept, essence, logic,

form, and harm of ecological imperialism are not only the contemporary reflection of ecological theory on the form of ecological crisis, but also an inevitable requirement for the development of ecological theory (Krausmann & Langthaler 2019).

Undoubtedly, Crosby Foster's critical theory of ecological imperialism has great reference value for the construction of China's ecological civilization and participation in global environmental governance. It is not only the inevitability of the development of ecological theory, but also the inheritance and innovation of Marxist ecological theory and an attempt of Lenin's theory of imperialism is an important theory that China needs to understand and possess when facing the global environmental situation in the new era (Christmas 2019). First, the critical theory of ecological imperialism can enable China to identify the traps of ecological imperialism when conducting international ecological exchanges and avoid falling into the trap of ecological imperialism. The developed countries that Crosby Foster criticized have used economic and hegemonic advantages to set ecological traps for backward countries, such as the guano and nitrate curse, the oil curse, the foreign garbage trap, the financial and technical assistance trap, and the maintenance of resource security. A series of new forms, such as traps, traps for the implementation of universal

ideas, and so on. Critically absorbing the outstanding achievements of Crosby Foster's ecological imperialism theory can, to a certain extent, warn China to prevent entering into the unpredictable ecological empire created by developed countries when it reaches ecological cooperation with other countries. Second, Crosby Foster's critical theory of ecological imperialism also provides a certain reference significance for China in the practice of its attitudes and strategies in facing ecological imperialism. Theory can of course be counterproductive to practice. After recognizing the nature, traps and traps of ecological imperialism, it will help to find the right direction for China to participate in global environmental governance and ecological diplomacy. It must resolutely resist the invasion of ecological imperialism and innovate. Coordinated, green, open, and shared attitudes to contribute to China's ecological civilization construction plan, instead of taking the unilateral, single-win ecological empire road, but taking the multilateral, win-win, and win-win community of human destiny, with the realization of environmental justice as the requirement , Insist that the destiny of the environment shall be controlled by all countries, the environmental rules shall be written by the public of all countries, the environmental affairs shall be governed by all countries, and the environmental results shall be shared by all countries. Although Crosby Foster's critical theory of ecological imperialism takes ecological problems as the starting point and attribution point, it has a utopian color and a swinging attitude in the solution path, but it is undeniable that his contemporary exposure to the form of ecological imperialism has an impact on the Chinese ecology. Civilized practice has a certain reference significance.

In recent years, the research on power in social psychology is in the ascendant. However, in recent years, new progress has been made in the field of power, which is mainly reflected in the fact that researchers continue to discover some limitations of the original theory, and at the same time put forward the "social distance theory" to explain the power effect from the perspective of the level of interpretation (Yaremych & Persky 2019). The development of theory is inseparable from the definition of core concepts. Therefore, this article first clarifies the development process of the concept of power, and then introduces and compares the "proximity-inhibition theory", "situation focus theory" and "social distance theory", trying to answer the two Questions: (1) From the perspective of theoretical development, what is the foundation of each theory, what is the core content of the focus, what are the advantages and disadvantages of the theory itself, and what are the findings of subsequent research when verifying the theory (Fielder & Kogler 2020); (2) From the perspective of theoretical comparison, what are the differences and connections between the foundations of various theories, and whether the phenomena of concern overlap. From the perspective of social psychology, an analysis of the development trend of Crosby Foster's ecological imperialism is given (Tsarenko & Tojib 2019).

SUBJECTS AND METHODS

Study setting

Combining the explanatory level theory in the field of social psychology with the power effect, this paper puts forward the "social distance theory" about power. The theory has two principles: (1) People with high power have less interdependent emotions than people with low power. From the perspective of social psychology, this asymmetric dependence will make high-power people perceive greater social distance, so that high-power people have different performance than low-power people. (2) Because people with high power perceive greater social distance than people with low power, people with high power have a higher level of interpretation, their psychological representation is more abstract, and their behavior is also different. The above explains the mechanism of the influence of power on social distance. As shown in Figure 1, social distance is affected by the dependence of both parties, which is determined by motivation and expectation. According to the "power-control model" high-powered people have control of resources and do not need to rely on low-powered people, so they have lower motivation to establish relationships with low-powered people, and they tend to think that others have a purpose for establishing relationships with themselves (Park 2020). The superposition of the two effects makes the high-powered people have greater social distance than the low-powered people. Low-powered people need to rely on the resources of high-powered people and are more willing to establish connections with high-powered people, but they can feel the alienated attitude of high-powered people, so they don't have much expectations for the establishment of relationships. Combining the effects of the two aspects, the social distance perceived by low-powered people is smaller than that of high-powered people, and greater than that of individuals in an equal relationship (Kwon 2020).
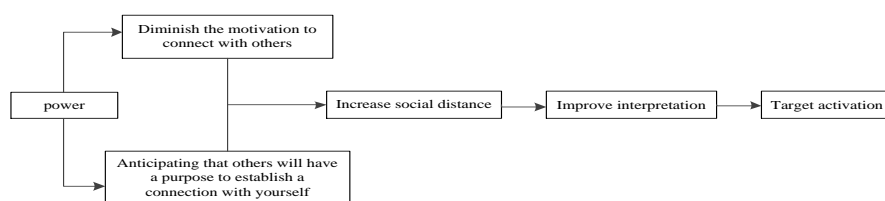
Figure 1: The social distance theory of power.

The two principles of the "social distance theory" have received more support. Studies have found that high-powered people do prefer to act alone, maintain a greater social distance from others, and pay more attention to the value of the goal (that is, desire, corresponding to a high level of interpretation.) Rather than how to achieve the goal (that is, feasibility, corresponding to a low level of interpretation), use more abstract language when describing events. At the same time, the theory predicts the power effect based on rich empirical research. On the one hand, power will produce a series of effects by increasing social distance. For example, people with high power pay more attention to differences in social comparison and are less likely to be influenced by others (Safin & Rachlin 2020). On the other hand, power will promote target selection and target activation by increasing the level of interpretation, and produce a series of effects, such as making the individual's attitude more determined, more self-controlling, able to choose the way of perceiving others according to the goal. Although "social "Distance theory" has the above advantages, but it is not perfect. First of all, Principle 1 does not fully explain the mechanism by which power increases social distance. In addition to the asymmetric dependence between high and low power people, there may be other mechanisms, such as Studies have found that high-powered people think that others' gifts for themselves are purposeful, so they show less trust, gratitude and return. This secularized attribution method may also increase the social distance between high-powered people and others. In addition, the theory does not include the influence of the level of interpretation on the sense of power. Research has found that abstract thinking can increase the sense of power and control, and make individuals prefer high-power roles. It will increase the social distance and the sense of power, which is not reflected in the theory (Yan & Chen 2020).

Design

From the theoretical basis (see Table 1), the "proximity-inhibition theory" in social psychology connects the performance of high and low power people with the approach and inhibition system of behavior, from cognition, emotion, and behavior. It provides important ideas for follow-up research. The "situational focus theory" in the field of social psychology does not simply divide the influence of power into two categories: proximity and inhibition, but explains the influence of power from the perspective of cognitive processing. Power improves cognitive regulation ability, promotes the flexibility and selectivity of cognitive processing, and increases individuals' behavior consistent with the situation. In this process, they approach the system (process information related to the situation) and inhibit the system (inhibit information that is not related to the situation). At the same time play a role. This theory reconciles the contradiction of the "proximity-inhibition theory" mentioned above, that is, high power only activates the "behavior proximity system", while low power only activates the "behavior inhibition system".

Table 1. The basis of the three theories and the main phenomena of concern

Power theory	Theoretical basis	Main phenomenon of concern
Proximity-inhibition theory	Behavioral approach and restraint system	Proximity and inhibition of power (behavior, emotion, attitude)
Situational focus theory	Cognitive regulation	Power effects affected by cognitive flexibility, selectivity, and situational factors
Social distance theory	Interpretation Level Theory	Power effects affected by social distance and interpretation level

"Social distance theory" is rooted in the theory of explanatory level, introducing social distance and explanatory level as intermediary variables to explain and predict the effect of power, providing a new perspective to understand the effect of power. The abstract thinking and unconscious thinking of high-powered people can be explained by "social distance theory" (Kingshott et al. 2019, Zhang 2021).

The three theories introduced in this article explain the effects of power from the microscopic perspectives such as cognition and context, but the macroscopic culture will also affect the effects of power. The study found that individuals under different cultures have different understandings of power, and this difference in understanding will further affect the individual's information processing. The macro cultural background does affect the effect of power, but the role of culture is still unclear. For example, the vertical collectivist culture has both individualized power and socialized power. Why does this phenomenon occur? Does the new imperialism theory have independent theoretical value? Does it signify that capitalism has entered a new stage? Under what circumstances is one of the types of power understanding more dominant? Will personal characteristics have an impact? These are all issues worthy of further discussion.

RESULTS

Crosby's critique of ecological imperialism has its particularity. Geographically speaking, the territories of Asia, Africa and Europe are connected, which is convenient for military stationing, consumes less money, and is more secure; from the perspective of civilization evolution, the civilizations of China, India, and Persia prospered at the same time, with rich products and more It can attract European aggression, but they chose a new world beyond the oceans and full of unknown dangers. In addition to human factors, Crosby also mentioned two

natural aspects: the natural advantages of the New World and the xenophobia in Asia and Africa.

If Crosby is the creator of the critique of ecological imperialism, then John Bellamy Foster, one of the representatives of Western Marxism, is the master. His works extend Marx's exposure of the greedy nature of capitalism from the political and economic system to the ecological plunder supported by the system, combining the current severe ecological environment with the nature of capitalist plundering, criticizing the capitalist system, and trying to find a solution to the current ecological crisis. Generally, the understanding of ecological imperialism in academic circles is more inclined to this, which refers to a theory and behavior of western developed countries plundering other countries' ecological resources.

Both are critiques of ecological imperialism, but their critique approaches are quite different. As an expert in the field of geography and history, Crosby focused more on the criticism of imperialism from the perspective of biological invasion, and he analyzed it mainly from the perspective of geography and biology. As one of the supporters of Western Marxism, Foster mainly described the ecological performance of today's imperialist aggression, but fundamentally criticized the capitalist system behind the predatory behavior. He believes that chasing profits is the essence of capitalism. In order to compete for oil resources in the Middle East, they would not hesitate to launch wars. In order to obtain food, they used very little rent as bait, turning South Asia and Africa into their food production bases and using cheap wages. Renting manpower, in turn, sells them high prices for food. Developed countries take advantage of their status as a major ocean management country, relying on technology and financial support, to take public waters as their own, prohibit retail fishing, and sell them to large multinational companies in order to obtain more benefits. In order to solve the problem of the shortage of freshwater resources, they are trying to redistribute global freshwater resources, but their fundamental purpose is to protect their own water rights and to better control developing countries. Foster insisted that as long as the capitalist system exists for one day, this kind of ecological plunder will not stop, and the earth will never become a paradise for generations to rely on.

DISCUSSION

Only by reflecting on the shortcomings of capitalism, will human beings think about their own way out, fight tirelessly, and finally transition to a communist society. And Foster's ecological imperialism reveals the inevitability of such a system. Since the capitalist system inevitably exists, it is only a matter of time before the imperialist aggression extends to the ecological realm. Only by exposing and criticizing its evil deeds can it arouse Only by public reflection and resistance can we progress to a communist society where man and nature live in harmony. Analyzing the development trend of Crosby Foster's ecological imperialism, the enlightenment to the construction of China's ecological

civilization mainly includes the following points:

(1) Adhere to socialist ecological thinking and oppose ecological imperialism. Strengthen environmental publicity and education, and improve people's ecological awareness. The purpose is to make people realize that nature is the inorganic body of mankind, that the ecological environment is the basis for our survival and development, and the status quo of environmental protection in China, such as the Chinese environment. The effectiveness and deficiencies of protection, the degree of environmental pollution and the determination of environmental governance, the causes of environmental damage and the solutions to crises, etc. Improving the environmental protection awareness of the people is not a day's work. It is necessary to maintain the attitude of "moisturizing things quietly" and have a subtle impact on the people's awareness of ecological protection, so that the people will increasingly build an overall and firm awareness of environmental protection for the whole people, and enhance each The crisis awareness of industries, especially those that are susceptible to ecological imperialism, makes China's ecological civilization construction neither at the conscious level nor at the practical level to allow ecological imperialism to take advantage of it.

(2) Advocating international justice and opposing ecological expansion. Today, when the ecological crisis is emerging, ecological theorists all over the world have begun to find an effective theory to solve the ecological crisis. They combined Marxism and green thought to try to find a theoretical and practical way to solve the ecological crisis. Starting from Marx's dialectical view of nature, they advocated the dialectical unity of man and nature, and integrated the ecological theories of different schools into the Marxist view of nature. This kind of absorbing ecological path exploration has temporarily become a positive force against ecological imperialism at the international level. They use ecological conditions as a measure of fairness in various countries, and the capitalist mode of production is the root cause of ecological inequality in all countries. In view of this, profoundly revealing the unequal and unjust nature of capitalist ecological imperialism and awakening the justice and fairness of developed countries and backward countries in the global ecological joint construction are the inherent requirements of China's major power diplomacy and green development philosophy. The ecological civilization construction path with Chinese characteristics and the socialist harmonious society provide references.

(3) Build a reasonable ecological barrier. Green barriers mean that developed countries rely on economic, political, technological and other advantages in the field of international trade to protect the lives, health and environmental safety of their people as the slogan, and pass legislation to formulate laws, regulations, conventions, labels, etc., on commodity imports. Implement access restrictions on foreign imports. It is necessary to strengthen the formulation of product inspection standards. It is necessary to actively learn from

and adapt to the advanced international product inspection standards, improve the authority of China's product inspection standards, and change China's weak position in international trade. It is necessary to strictly control the total amount of pollution discharge and implement an environmental standard assessment system. Newly-built enterprises must formulate emission and pollution assessments and submit them to the environmental protection department for review and approval. Foreign enterprises must strictly enforce the supervision and supervision of pollutants. The Chinese environmental protection department must enforce the pollution standards of all enterprises with a "zero tolerance" attitude. Put an end to the phenomenon of "walking through the scene" in the review procedures. Set the "ecological threshold" reasonably. The purpose of setting the threshold is not to destroy the ecological environment of backward countries under the banner of protecting the environment of the country, but to restrict some serious pollution and harmful enterprises and prevent such enterprises from harming China. Environmental risks. Fourth, establish green, safe, and stable industrial parks. Regionally concentrated industries are conducive to pollution supervision and unified management. At the same time, polluting industries located near residential areas can be concentrated to remote places to prevent pollution to people's lives. And health threats.

CONCLUSIONS

As the largest developing country in the world, China has made world-renowned achievements in the construction of ecological civilization and actively assumes the responsibility of global environmental governance. And practice has proved that the path of ecological civilization that China is taking is not an old industrial civilization path that develops first and then governs as Foster said, nor is it a socialist "capitalist path", let alone a geopolitical one. New road to hegemony. When building an ecological civilization and participating in global governance, China must insist on incorporating the concept of ecological civilization and the construction of ecological civilization into the height of governance, and adhere to green development, rather than as a measure to remedy the economy and consolidate the image of capitalist countries; Practicing multilateralism, being a participant, builder, and leader of global environmental governance, rather than the business leader and rule maker coveted by developed countries, and providing funding, technology, and technology to developing countries at the height of the improvement of the global environment Experience and other support, rather than providing assistance for self-interest as in capitalist countries. China has great ambitions and responsibilities in contributing to global environmental governance. It is believed that with the active cooperation of China, the international community and other countries in the world, it will be able to overcome ecological imperialism and make a strong contribution to the substantial improvement of the world's environment.

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Contribution of individual authors:

Tao Hong: conception and design of the manuscript and interpretation of data, literature searches and analyses, clinical evaluations, participated in revising the article and gave final approval of the version to be submitted;

Xiaofang Gao: made substantial contributions to conception and design, manuscript preparation and writing the paper.

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PRACTICAL PROBLEMS AND IMPROVEMENT STRATEGIES OF ENGLISH VOCABULARY TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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SUMMARY

Background: The purpose of this study is to optimize English teaching and improve teachers' English teaching level and students' English vocabulary learning efficiency. Therefore, from the perspective of educational psychology, this paper explores the practical problems and improvement strategies of English vocabulary teaching, investigates and analyzes the current situation of English vocabulary teaching, and puts forward corresponding improvement strategies and suggestions.

Subjects and methods: In this study, on the basis of studying the relevant theories of English lexicology, linguistics and educational psychology, a questionnaire survey on English vocabulary teaching was conducted among 193 English teachers in the head teacher training class and educational technology ability training class. This paper analyzes and summarizes the main problems existing in English vocabulary teaching, and puts forward corresponding improvement strategies for the main problems existing in English vocabulary teaching.

Results: By means of questionnaire and interview, this paper investigates and analyzes the current situation of English vocabulary teaching, and obtains that the main problems and difficulties of English Vocabulary Teaching in practice are: Teachers are dependent on the use of teaching materials and lack of innovation; The way teachers explain vocabulary is not scientific; It is difficult for teachers to apply the awareness of guiding students' vocabulary strategies to teaching practice; Vocabulary teaching methods and evaluation methods are inconsistent, which can't form effective feedback on vocabulary teaching; Students lack interest in vocabulary learning. In view of the problems existing in the current English vocabulary teaching practice, this paper puts forward the improvement strategies as follows: Be good at discovering the problems in the teaching materials and use the teaching materials creatively; Explain, grade and deal with vocabulary scientifically; Guide and cultivate students' vocabulary strategies in practice; Vocabulary evaluation should be consistent with vocabulary teaching methods to form effective feedback; Try to cultivate student' interest in vocabulary learning.

Conclusions: This paper explores the practical problems and improvement strategies of English vocabulary teaching from the perspective of educational psychology, and puts forward the corresponding improvement teaching strategies for some problems that need to be solved in English vocabulary teaching. Ensure the effect of teachers' vocabulary teaching and students' vocabulary learning, improve the level of teachers' English teaching and students' English vocabulary learning efficiency, and provide a certain reference value for the optimization of English teaching.

Key words: educational psychology - English vocabulary - teaching practice problems - teaching improvement strategies

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INTRODUCTION

Educational psychology is the product of the combination of psychology and education (Menz et al. 2020). Since ancient times, education has been an eternal social phenomenon (Matthews & López 2020). Since the beginning of human society, there has been education for the purpose of imparting human knowledge and experience, improving human living standards and human nature (Taft et al. 2020). Psychology is the study of human psychological phenomena and the combination of psychology and education. In psychology, individual psychology is generally divided into psychological process and personality psychology. Psychological process refers to people 's psychological activity process, which is divided into cognitive process, emotional process and will process (Reyes et al. 2021). Cognitive process is the reflection process of human brain on the phenomenon and essence of objective things when people contact external things. Emotional process is that people have more or less subjective attitude and

experience of various objective things in the process of understanding things. Will process is a psychological process in which people overcome various difficulties to achieve their goals. They are different and interrelated psychological processes, so we should study people's psychological process in pedagogy. They are a unified and connected whole, and the teaching process is also closely related to the psychological process. The psychological process is common to all people, but everyone has different innate qualities, different environment, social living conditions and educational conditions, so everyone shows different psychological characteristics, which constitutes people's personality differences, that is, personality psychology. Personality psychology mainly includes personality tendency and personality characteristics (An & Han 2020). Personality tendency is a person 's conscious tendency, including psychological components such as needs, motivation, interest, ideal and world outlook (Bossio et al. 2021). Personality characteristics are essential and stable psychological characteristics, including ability, temperament, personality and so on. Educational

psychology studies psychological problems in the process of education. Although the research objects of pedagogy and educational psychology are different, they all serve teaching practice and have a very close relationship. Educational psychology provides psychological basis, discusses how to achieve good teaching effect from the psychological law, and applies the law of teaching psychology and learning psychology to optimize teaching in various specific disciplines.

Pronunciation, vocabulary and grammar are the three elements of language. Vocabulary is the carrier of pronunciation and grammar, the smallest meaning unit of language and one of the three elements of language (Dakhi & Fitria 2019). Human thinking activities and ideological exchanges first rely on vocabulary. Without mastering vocabulary, it is impossible to master a language. English teaching is inseparable from vocabulary teaching. Vocabulary teaching runs through the whole process of language teaching. Without mastering a certain amount of vocabulary, listening, speaking, reading, writing and translation can't be carried out smoothly (Jin 2021). Therefore, English vocabulary teaching plays an important role in the whole English Teaching (Zhang 2021). With the advent of knowledge economy and the acceleration of global integration, higher requirements are put forward for citizens' foreign language quality. English teaching is an important stage of cultivating citizens' foreign language quality. English vocabulary teaching is an important part of English teaching. It directly affects the application and development of students' English ability and plays a positive role in improving students' lifelong vocabulary learning ability. Therefore, English vocabulary teaching directly affects the quality of English teaching and plays an important role in English teaching.

At present, scholars in relevant fields have made rich research on English vocabulary teaching. (Krbla et al. 2020) found that many students lack the knowledge of how to use discourse comprehension strategies purposefully and effectively. In this experimental study, 257 sixth graders from 10 Estonian schools were evaluated for the effectiveness of text comprehension strategies in vocabulary and text comprehension. Therefore, Estonian language teachers taught skimming, vocabulary building, monitoring, generating and answering questions, as well as determining the main ideas and summary within a three-month intervention expectation. Group level analysis shows that the students in the experimental group improve their vocabulary and text understanding ability at all levels, while the students in the control group only improve their text understanding ability. Individual level analysis showed that students in different side groups benefited from the intervention under the experimental conditions. However, under controlled conditions, only those students with average vocabulary and text comprehension can improve their literal comprehension. Since various strategies can improve students' text understanding ability at different levels, they should be incorporated into the curriculum and reading class. (Gu et al. 2019) applied talents are the

training goal of Applied Undergraduate Colleges and universities, and practical ability is an important assessment index of applied talents. Based on the analysis of the importance of practical teaching of business majors in Application-oriented Colleges and universities, this paper analyzes the main problems existing in the process of practical teaching of business majors. Then it puts forward strategic suggestions for business majors to improve the effectiveness of practical teaching from the aspects of "double teachers and double abilities" teacher team construction, "school enterprise cooperation" practical teaching mode, development of virtual simulation practical teaching projects, development of competitive practical teaching projects, and improvement of practical teaching quality monitoring system. Generally speaking, there are many perspectives and contents in the field of vocabulary teaching, but the research focuses on how to help students master more vocabularies and how to use vocabulary. With the gradual maturity of vocabulary teaching theory and the emphasis on vocabulary teaching, many different schools have emerged.

Under the guidance of theory, this research will conduct surveys and researches on the basic situation of vocabulary teaching, presentation of vocabulary, content of vocabulary teaching, methods of vocabulary teaching, and evaluation of vocabulary teaching through questionnaires and interviews under the guidance of theory. Try to analyze the possible problems from the survey results, put forward specific vocabulary teaching strategies for the problems, and strive to provide guidance and enlightenment to high school English teachers in the practice of vocabulary teaching.

SUBJECTS AND METHODS

Study setting

The research objects selected in this study are mainly English teachers in the class teacher training class and educational technology ability training class in a certain school. There are 193 people in total, which guarantees the sample size. They come from dozens of schools in different regions, covering key, general and vocational schools, thus ensuring the representativeness and diversity of the sample. Among them, teachers with more than 10 years of teaching experience account for 52.8%, which fully shows that most of the teachers in the survey and research are experienced teachers from the front line of teaching work. They have profound insights and experience in English vocabulary teaching, and the data provided for this study is of great value.

Design

This paper mainly uses two research methods of questionnaire and interview to conduct a questionnaire survey on English vocabulary teaching among 193 English teachers in the head teacher training class and educational technology ability training class. In the questionnaire survey, the multiple-choice questions in

the questionnaire include single-choice and multiple-choice questions. For the data analysis of multiple-choice questions, the Frequencies process in the SPSS16.0 for Windows software package is used for data collation and analysis of multiple-choice questions (Gao & Ying 2020). So far, the analysis of multiple topics is still based on description. Multiple topics can't be analyzed as several independent single choice questions, because these variables actually answer a big question. This study selects the two most important summary indicators in the multi topic analysis: first, the percentage of responses. Among all the choices made, the number of choices of this item accounts for the proportion of the total number of times (total responses). Second, percentage of cases, that is, the proportion of people who choose this item in the total number of people. The two analysis indexes show the same proportional relationship, but the reflected meanings are different.

The questionnaire survey mainly understands the basic situation of English vocabulary teaching, vocabulary presentation, vocabulary teaching content, vocabulary teaching methods and vocabulary teaching evaluation. In the questionnaire survey, a total of 193 questionnaires were distributed, 187 were recovered and 184 were effective, with an effective rate of 91%, ensuring the effectiveness of the survey data. At the same time, this paper also uses the method of interview as a supplement to the questionnaire, mainly to understand what problems and difficulties teachers have in English vocabulary teaching, and what good suggestions they have. Five English teachers from three schools were interviewed. They are representative in teaching age, educational background, professional title, school and grade.

RESULTS

According to the content of the survey, this paper mainly makes statistics and analysis of the survey results from five aspects: the basic situation of English vocabulary teaching, vocabulary presentation, vocabulary teaching content, vocabulary teaching methods and vocabulary teaching evaluation.

Basic situation of English vocabulary teaching

The statistical data of teachers' vocabulary teaching ideas are as Table 1.

Table 1. Statistical data of teachers' vocabulary teaching ideas

-	Most important	Very important	More important	unimportant
Number of problems	40	116	26	2
Proportion /%	21.8	63.0	14.1	1.1

From the survey results in Table 1, we can see that teachers' vocabulary teaching ideas directly affect the practice of vocabulary teaching. Among them, 21.8% of teachers believe that vocabulary teaching is the most important in the whole English teaching, and 63% of teachers believe that vocabulary teaching plays a very important role in the whole English teaching, which shows that a considerable proportion of teachers are aware of the importance of vocabulary teaching. While 14.1% of teachers and 1.1% of teachers think vocabulary teaching is more important, or even not important. According to the analysis of the survey results, there are still a small number of teachers who do not pay enough attention to teachers' vocabulary teaching ideas, do not realize the importance of vocabulary teaching, and do not realize that vocabulary teaching plays a basic and important role in the whole English teaching.

The role of teachers in vocabulary teaching is as Table 2.

Table 2. Teachers' role in vocabulary teaching

	Not so useful	Great useful	Very useful
Number of problems	22	142	18
Proportion /%	12.1	78.0	9.9

According to the survey results in Table 2, 78% of teachers think that teachers play a very important role in vocabulary teaching. Teachers play an important role in choosing appropriate vocabulary teaching methods, guiding and cultivating students' vocabulary learning strategies. 9.9% of the teachers believe that the memory and mastery of vocabulary mainly depend on Teachers' teaching. These teachers realize the important role of teachers in vocabulary teaching, but ignore that students are the main body of vocabulary learning to a certain extent. Mobilizing students' enthusiasm in learning vocabulary is also one of the important factors in vocabulary teaching. 12.1% of the teachers thought that teachers played little role in vocabulary teaching, and the memory and mastery of vocabulary mainly depended on the students' own efforts. 22% of teachers still have a one-sided understanding of the role of teachers in vocabulary teaching, or exaggerate the role of teachers or students, and do not realize that teachers and students play different roles in vocabulary teaching.

English vocabulary presentation

Research shows that if the amount of information in

short-term memory exceeds seven memory units, the effect of short-term memory will be affected, that is, the number of words presented by teachers should not exceed the range of students' memory ability. A survey of the number of lexical presentations is as Figure 1.
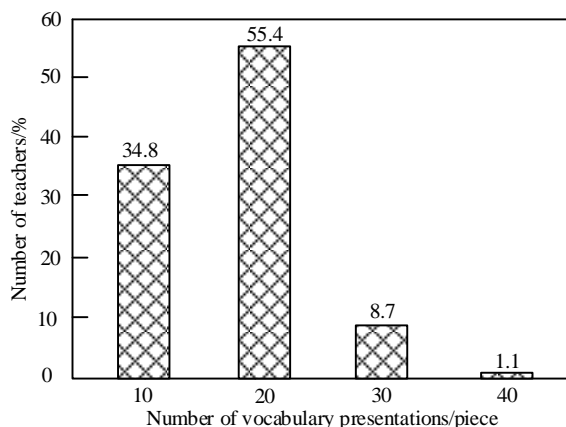

Figure 1. Survey on the number of vocabulary presentations.

From the survey results in Figure 1, we can see that 55.4% of the teachers present 20 new words in a class, and most teachers can realize the relationship between the number of vocabulary and the memory ability of students. 34.8% of the teachers thought that 10 new words should be presented in a class. The proportion of teachers who think that 30 or more new words are presented in a class is 8.7% and 1.1%. The vocabulary of each unit in the PEP textbook is 30-50. Teachers should arrange vocabulary teaching according to the actual teaching needs and the importance of vocabulary.

Teaching content of English vocabulary

According to the Enlightenment of memory stage theory on vocabulary teaching, teachers only introduce new words to students, but can't lead students to review in time in teaching. Students are likely to forget words in a short time. The way and frequency of review have an important impact on students' memory of vocabulary and enable students to firmly store the learned vocabulary in long-term memory. The survey of students' vocabulary review methods is as Figure 2.
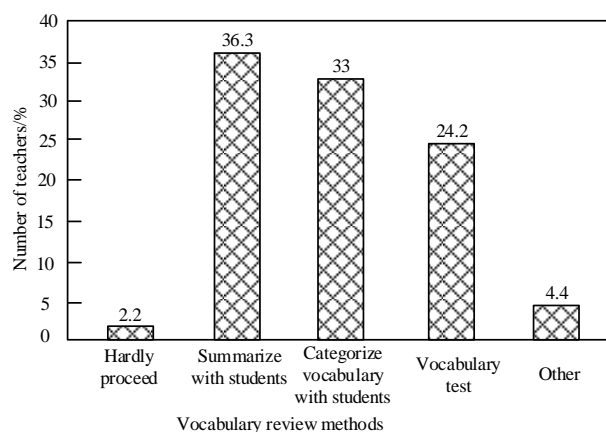
Figure 2. Survey on students' vocabulary review methods.

From the survey results in Figure 2, we can see that 36.3% of teachers lead students to ask questions or summarize the key phrases of one or more units together with students to make vocabulary review. 33% of the teachers led students to classify their vocabulary according to theme, word formation, usage or category. 24.2% of teachers insist on vocabulary review, and only 2.2% of teachers hardly review vocabulary. Among them, 4.4% of the teachers suggested reviewing the vocabulary through reading practice and composition practice.

Teaching methods of English vocabulary

This paper selects six typical English vocabulary teaching methods. Through the questionnaire survey, understand the use frequency of these methods, select the four use frequency options of "not use", "occasionally use", "sometimes use" and "often use", and follow the Likert scale. From "not used" to "often used", specify the score of 0 to 3, then take the mean value of the data of each method, and compare each method horizontally and vertically, so as to have an in-depth understanding of the use of English vocabulary teaching methods. The frequency weight analysis of each method used in vocabulary teaching is as Table 3.

Table 3. Frequency weight analysis of various methods used in vocabulary teaching

Options	Not used 0/%	Occasionally use 1/%	Sometimes used 2/%	Often used 3/%	Mean value
Intuitive teaching method	17.8	26.7	31.1	24.4	1.6
Context teaching method	3.3	18.9	24.4	53.3	2.3
Vocabulary classification teaching method	1.1	20.2	39.3	39.3	2.2
Word-building law teaching method	3.3	15.6	37.8	43.3	2.2
English Interpretation	28.1	31.5	28.1	12.4	1.25
Lexical chunk teaching method	1.1	21.1	15.6	62.2	2.4

From the survey results in Table 3, we can see that lexical chunks and contextual teaching are favored by teachers, whose average values are 2.4 and 2.3 respectively. The average values of intuitive teaching

method and English interpretation method are 1.6 and 1.25, indicating that teachers use these two methods less frequently in vocabulary teaching. The rules of vocabulary classification and word formation are the same as the average value of vocabulary teaching methods. Obviously, teachers have the same utilization rate of these two methods among vocabulary teachers. According to the analysis of the survey results, among the six teaching methods, lexical chunk teaching method, context teaching method, vocabulary classification

teaching method and word formation law teaching method are generally welcomed by teachers, while intuitive teaching method and English interpretation teaching method are rarely used by teachers.

Teaching evaluation of English vocabulary

The survey is also multi-choice, with the same method and significance. The data analysis frequency of vocabulary evaluation criteria is as Table 4.

Table 4. Frequency of data analysis of vocabulary evaluation criteria

Options	Name	Count	Responses	Cases
Correct pronunciation and spelling	A	80	22.5	43.5
Correct understanding of lexical meaning	B	82	23.0	44.6
Be able to choose words appropriately according to the context	C	76	21.3	41.3
Can skillfully use	D	118	33.1	64.1

From the results of Table 4, we can see that there is little difference in Teachers' choice of vocabulary test criteria. 43.5% of the teachers thought that mastering a word was accurate pronunciation and correct spelling, and 44.6% thought that mastering a word was a correct understanding of the meaning of the word. These teachers ignore the test of vocabulary application ability. 41.3% of the teachers believed that being able to choose vocabulary appropriately according to the context was the real mastery of vocabulary. 64.1% of the teachers chose to be able to skillfully use vocabulary, which shows that teachers are aware that the ability to use vocabulary is the most important factor in the evaluation criteria. The new curriculum standard requires the cultivation of students' comprehensive language use ability. Specifically, in English vocabulary teaching, the test of vocabulary comprehensive language use ability is the real vocabulary test standard. According to the analysis of the survey results, some teachers still have one-sided understanding of vocabulary testing standards.

DISCUSSION

Through questionnaires and interviews with English teachers, this paper will explore the main problems and difficulties in English vocabulary teaching from the perspective of teachers' teaching.

Teachers are dependent on the use of teaching materials and lack of innovation

The curriculum standard emphasizes that teachers should use teaching materials creatively instead of teaching with teaching materials. Whether teachers rely on or innovate the use of teaching materials affects the effect of vocabulary teaching. When using teaching materials for vocabulary teaching, teacher pays attention to relying on teaching materials for the explanation of vocabulary, the explanation of vocabulary meaning, the selection of vocabulary exercises and the way of vocabulary practice, which is lack of innovation.

The way teachers explain vocabulary is not scientific

Teachers choose to focus on explaining vocabulary in the order of vocabulary, ignoring students' subjective initiative and students' potential for autonomous learning, and failing to pay attention to students' basic vocabulary level and vocabulary learning ability, so that students lose interest in learning. The reading articles are decomposed into fragments of various lexical meanings by teachers, which not only interrupts students' reading thinking, but also is not conducive to the cultivation of students' reading ability. At the same time, students also lose the opportunity to guess new words by using the context in reading.

It is difficult for teachers to apply the awareness of guiding students' vocabulary strategies to teaching practice

Teachers do not approve of the guidance and training of vocabulary strategies, and believe that there is no need to guide students' vocabulary strategies. Teachers have the awareness of guiding vocabulary strategies, but they do not instruct students how to do in actual operation, and it is difficult to determine the effect of instruction in practice.

Vocabulary teaching methods and evaluation methods are inconsistent, which can't form effective feedback on vocabulary teaching

Teachers use a variety of vocabulary teaching methods for vocabulary teaching, and use a relatively single vocabulary evaluation method to test students. The result of this is that only the pronunciation or spelling of the vocabulary learned by the students is tested, and the test on the comprehensive use of the vocabulary learned by the students is neglected, so that effective feedback cannot be formed for vocabulary teaching.

Students lack interest in vocabulary learning

Students' schoolwork burden is heavy, and students' memory of vocabulary is easy to forget, which leads to students' signs of weariness of vocabulary and loss of interest in vocabulary learning. Students have no interest in vocabulary learning. Long-term vocabulary learning will cause students to have a vicious circle and lose their interest in vocabulary learning.

Aiming at the main problems and difficulties in English vocabulary teaching, the improvement strategies for English vocabulary teaching are proposed:

Be good at finding problems in teaching materials and use teaching materials creatively

Teachers' creative use of teaching materials is reflected in Teachers' need to optimize curriculum resources. Teachers can provide students with more opportunities to contact English materials, enrich students' vocabulary and improve students' language application ability. In vocabulary teaching, only when teachers optimize the exercises in the teaching materials can they improve the level of teachers' creative use of teaching materials, so as to improve the guarantee for improving vocabulary teaching.

Explain, grade and deal with vocabulary scientifically

Teachers should classify vocabulary and deal with classified vocabulary differently according to the actual level of students and the requirements of curriculum standards and different tasks of vocabulary teaching. Vocabulary explanation not only enables students to learn the form, meaning and guessing strategies of vocabulary, but also improves students' ability to use vocabulary.

Guide and cultivate students' vocabulary strategies in practice

Teachers first input new words for students according to the resource strategy. Secondly, guide students to use vocabulary memory strategies, consolidate students' memory of vocabulary, and guide students to use vocabulary flexibly. Finally, teachers can help students make their own vocabulary learning goals and learning plans according to the actual situation of different students.

Vocabulary evaluation methods should be consistent with vocabulary teaching methods to form effective feedback

Teachers can establish correct evaluation standards for vocabulary mastery, adopt a variety of evaluation methods to adapt to teacher methods, and make efforts to achieve common vocabulary teaching goals. Vocabulary teaching methods and evaluation methods must be harmonized under the common vocabulary teaching goal, can the development of students be promoted, and the effect of vocabulary teaching can be improved.

Try to cultivate students' interest in vocabulary learning

Teachers should fully understand students' vocabulary foundation, help and guide students to develop vocabulary learning goals and plans that suit their own. Adopt a variety of vocabulary teaching methods suitable for the actual situation of students to guide and stimulate students' interest in vocabulary learning. Test and evaluate students' vocabulary mastery in time, give students an objective evaluation, and cultivate students' self-confidence in this process, thereby fostering and enhancing students' interest in vocabulary learning.

CONCLUSIONS

English vocabulary teaching is an important part of English teaching. Through investigation and research on five aspects of English vocabulary teaching, it is found that there are some problems that need to be solved in English vocabulary teaching. Whether these problems can be recognized by teachers and be resolved in vocabulary teaching, the improvement of teaching strategies will directly affect the effects of teachers' vocabulary teaching and students' vocabulary learning, and will also indirectly affect the overall level of English teaching. Therefore, English teachers not only recognize the problem in consciousness, but also solve the problem in the practice of vocabulary teaching. This is the key to improving the level of English vocabulary teaching. First of all, teachers should set reasonable vocabulary teaching goals. The teaching goal is a more specific and clearer task indicator in subject teaching. It is not only the teaching of teachers, but also the regulation of the quality and quantity of students' learning achievement. Only after teachers have a thorough understanding of the curriculum standards, teaching materials, and students can they set reasonable vocabulary teaching goals. Secondly, teachers should reasonably grasp the content of vocabulary teaching and choose appropriate vocabulary teaching methods in their teaching practice. Finally, teachers should do a good job of evaluating vocabulary and form effective feedback on vocabulary teaching. Therefore, teachers should continuously adjust and improve teaching in the process of vocabulary teaching to optimize teaching.

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Article

COLOR COLLOCATION OF CREATIVE PRODUCTS CONSIDERING PERSONALITY PSYCHOLOGY

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SUMMARY

Background: *At present, with the continuous development of the cultural and creative industry, the people's understanding of the definition of beauty has gradually improved. Facing the problem of the single color style of existing creative products, this article considers the influence of individual psychological factors and studies the color matching art that is more in line with the public's aesthetics. The current design concept of cultural and creative products is still the pursuit of individualization, but the presented works are the same and cannot achieve the purpose of cultural communication. Individual psychology, seeking creative products that are more in line with modern psychology and aesthetics, and improving color matching, cultural and creative product design innovation.*

Subjects and methods: *This paper conducts research based on the theory of personality psychology, establishes a correlation matrix between mass personality psychology and color matching, analyzes the importance of color matching in creative product design, and discusses the main principles of color matching design.*

Conclusions: *In view of personality psychology, research shows that the importance of color use in cultural and creative products and the personality psychological reaction of different color combinations.*

Key words: *personality psychology - cultural and creative products - color matching - situational psychology - emotional character system*

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INTRODUCTION

With the development of global economy, consumers' demand for cultural industry and its derivative creative products is increasing. Cultural creative products are a kind of cultural products that protect, inherit and spread excellent culture with culture as the resource and carrier. They can refine the cultural characteristics of a country, a nation or a certain region and have a strong national culture. Cultural creative products have both cultural attributes and innovative attributes, which are the combination of traditional culture and innovative design (Snowball et al. 2021). The design of cultural and creative products is composed of shape, color, quality and sense, among which color plays an important role in shaping the style and brand characteristics of cultural and creative products and is one of the decisive factors affecting consumers' purchasing behavior. In the conventional color design of creative products, industrial designers combine their own knowledge, experience and other personal knowledge to introduce the constraints such as color system, style positioning and brand image of enterprises into creative product design, and then choose the color scheme according to the popular trend and consumer preferences, which has the characteristics of subjectivity and openness(Landoni et al. 2019).The color design of cultural creative products should start from the characteristics and attributes of the target culture, extract the colors that reflect the target region, and apply them to specific cultural and creative products combined with the creativity of designers. Compared with conventional cultural and creative products, the color design has more typical regional, cultural and contemporary characteristics. Different times, regions, nationalities, the use of color is very different (Montalto et al. 2019). The cultural boundaries of existing cultural and creative products are fuzzy, and the communication of cultural styles and characteristic images is increasingly weakened (Mbaye & Dinardi 2019; Chang & Hung 2021). Therefore, considering personality psychology, this study explores the importance of color use in cultural and creative products and the personality psychological reaction of different color combinations.

SUBJECTS AND METHODS

Study setting

Concept of personality psychology. Personality psychology is a subject that describes, explains, predicts and controls individual behavior and its underlying causes. In the framework of behavioral prediction, whether it is based on the external or internal characteristics of the individual is the focus of academic debate for a long time. With the development of research, more and more researchers perfect the debate from different angles, trying to provide an integrated approach for personality study. Personality trait theory focuses on intra-trait congruence behavior and inter-trait difference behavior, that is, the typical congruence of individual behavior in different situations and the typical differences of inter-group behavior. However, many studies have shown that personality traits and behavior performance are not all related, most of the correlations are difficult to be higher than 0.3 or 0.4 level, personality traits on the prediction of behavior has been questioned. The debates and dilemmas of idiosyncrasy and situation urge scholars to construct a new framework to explain and predict

individual behavior more effectively. They began to pay attention to the interaction between individual and situation (Domaradzka & Fajkowska 2019, Obschonka et al. 2020).

Situational psychology

Situation psychology emphasizes the importance of situation, and holds that individual behavior is based on the present situation, and is influenced by subjective characteristics (personality inclination, current cognition, emotion, motivation, etc.), immediate objective environment and subjective situations perceived and constructed by individuals. The theory of human-situation interaction is the core of situation psychology, which focuses on the interaction between individual and situation, that is, individual's actual behavior is the function of many factors between himself and situation, and individual actively constructs the meaning of situation through his own cognition of situation. Therefore, individual cognition plays a more decisive role in constructing meaning and behavioral activities.

Cognitive-affective personality system theory

The cognitive affective personality system (known as the CAPS theory) attempts to reconcile idiosyncratic and situational inconsistencies within a broader framework. CAPS theory expatiates on the relationship between personality, situation and their interaction. It also emphasizes the individual's cognition and emotion, and names it as "cognitive-emotion unit". This unique structure unit and network determines the individual's construction and understanding of the situation, and promotes or inhibits the activation of the situation characteristics to potential behavior. Individuals in different time and situation, different internal cognitive-affective unit combination will be activated, thus triggering different behavioral responses. When this combination is presented in data form, a situation-behavior profile of "if … then …" is formed.

DESIGN

The aesthetic cognitive psychology of the audience to cultural and creative products

As the current design of cultural and creative products ultimately requires a certain medium to display information to the visual interface. Therefore, the audience should be made aware of the information they see from the media; in addition, the designer should understand the audience's aesthetic ability and understanding, and design beautiful and easy-to-understand images to help the audience see the information. Scientific research has shown that one tenth of the human visual system is physical, and the other nine are spiritual. Although in the visual process, sensory stimuli are transmitted to the brain in the form of light to form meaningful images, the viewer relies on his personal experience, knowledge and surroundings to interpret the

images (Nascimento Albers & Gegenfurtner 2021). In other words, humans can "see" things with their eyes, but they need to learn how to choose what they want to "see" from what they see. Therefore, we don't have the ability to focus on all the things we see. Once you've made your choice, learn how to "see" what you "see. From "see" to "see" is a very complex process of reasoning and decision-making. Humans have done a lot of research on this process over the past three decades, developing the science of "cognitive psychology."

Information from the environment is received by the senses in the form of sensory stimuli for a brief stay. The storage of sensory signals is the first step of information processing. Sensory stimuli must reach a certain amount to be felt. If it is not noticed by the individual, it will soon disappear. Sensory signal storage includes image storage and audio and video storage. Image storage retains visual input, while audio storage retains auditory input. Sensory memory can store a great deal of information, but if left unattended, it is quickly lost. Therefore, it is necessary to further "pay attention", make "pattern identification", and select the required sensory signals for further processing (Yu et al. 2021).

Cognitive psychology studies the advanced mental processes of human beings, such as attention, memory, type recognition, reasoning, language, reading, consciousness and unconsciousness. Cognitive psychology plays an important role in arranging various visual elements (text, image, color, size, distance, etc.) and optimizing visual perception (Skov & Nadal 2020): A. light and heavy. The degree of lightness of color is mainly determined by lightness. Lightness of color has a light feeling while lightness of color has a heavy feeling. White, yellow, sky-blue, and light gray give a light feel, while deep purple, dark blue, and black give a heavy feel. B. Sense of cold and warm. The hue of colour, lightness and purity can let a person produce the feeling of cold and warm, and hue is in the effect on cold and warm feeling the strongest. Such as red and yellow, orange often reminds people of the sun and feel warm, and blue, blue, purple color reminds people of seawater, moonlight and so on and feel cold. C. Sense of distance. Color advance and retract of this distance, produced in the eye to feel different colors, in which hue in the sense of distance is the strongest, followed by chroma and brightness. Warm colors have the characteristics of advancing and expanding, while cool colors have the feeling of retreating or contracting. In addition to purity and dark color make a person feel hard, and the opacity with high brightness has downy soft feeling. D. Sense of taste. The sense of taste is determined by the symbolism and recollection of color (Lajante M et al. 2020).

Composition of color

Color, in theory, is a sensation produced when light stimulates the eye's visual center, which then travels to the brain. The accomplishment of one's sense of color requires, first and foremost, the presence of light, the presence of objects (objects) and the presence of healthy eyes. Specifically divided into the following three stages:

the first stage for the physical stage that is the nature of light itself and the number of issues. The second is the stage where the visual cells respond to light and color and pass it on to the brain. This is a physiological problem that occurs when stimulated by light. The third stage is psychological stage, which is the combination of psychology and conscious action. The visual process is shown in Figure 1 (Rabb et al. 2020).
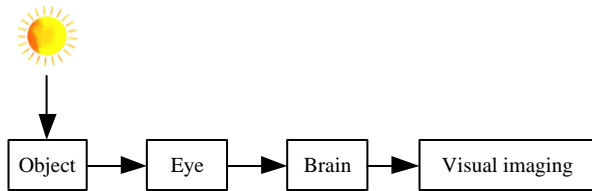
Figure 1. Principle of visual process.

The color matching design of creative products does not represent any meaning in itself, but due to the influence of human thoughts and social factors, it is easy to produce obvious emotions. Correct understanding of color is the premise of color design. In the field of color, the German scientists Ostwald and Munsell scientifically and systematically arranged the colors in a certain order of hue, brightness and purity in the "color stereo" (see below) so that each color has a fixed position and code name for analysis and application (Myszkowski Elik & Storme 2020).

Lightness: refers to the degree of light and shade of color on the light source pigment said that can be called luminosity. In addition to the brightness of the object color can also be called brightness, depth.

Hue: Hue refers to the appearance of color. It is the name of different color types. It refers to the different color feelings of different wavelengths of light. Red, orange, yellow, green, blue, purple each word represents a specific kind of hue between them is the difference between hue difference.

Purity: Purity is used to show shades and shades of color. Therefore, it also has the gorgeousness, the chroma saturation and so on. Any color in the purity of the highest when there is specific brightness if the brightness will change the purity will be reduced. High-purity hue blending white or black blending reduces the purity of the hue and also reduces the brightness of the hue. And it mixed with different shades of gray reduces the hue's purity and makes the brightness close to the gray's brightness. If high-purity hue with the same degree of gray mixture can form the same color with the same degree of brightness of different purity sequence.

The importance of color in the design of cultural and creative products

In the design of cultural and creative products, although color is attached to the shape of creative products, it is often more attractive than the shape, with the artistic charm of preemptive. Color is the easiest content to impress people in the design of cultural creative products. Designers can enrich and perfect their own designs, express their creative intention, and interpret the soul of creative design works through the choice, collocation and combination of colors.

(a) Forbidden City Theme lipstick

(b) Palace gate luggage

Figure 2. Cultural and creative products of the Forbidden City.

Cultural and creative product design is an important part of cultural and creative industry. It is the perfect combination of creativity and design, and the process and result of presenting creative design thinking and complete design intention of designers through design. With the rapid development of social economy and the impact of emerging industries on the market, all fields are facing new challenges. Under the current situation, more attention should be paid to "design", "culture" and "innovation", which also provides opportunities and platforms for cultural and creative product design. Cultural creative product design in the context of cultural creativity should be the result of the integration of spiritual culture and material culture. It not only pays attention to the functionality of design, but also emphasizes humanistic care and emotional expression in design. The design of cultural creative products is not only the subversion of tradition and the break of conventional thinking, but also the extension and supplement of practical functions of cultural creative products. Cultural and creative product design aims to meet the needs of life, pays attention to the combination of emotion and rationality, integrates traditional culture, environmental protection concept and fashion experience together, and interprets the designer's design propositions. It is an innovation on both spiritual and material levels.

In the design of cultural and creative products, shape, color and material are important parts. Color does not exist independently, but is the link and bridge between them. Color is one of the expressive languages in the

design of cultural and creative cultural products, which can meet People's Daily aesthetic needs. The visual impact of color will arouse people's desire and curiosity for cultural and creative cultural products. Analysis from the perspective of color, therefore, to explore the color in the cultural creativity, and the role in the field of product design and the emotion performance is necessary, not only can promote the cultural creative industry category, multi-disciplinary mutual reference and integration, to explore more appropriate service cultural originality and the color of the product design system, it can improve the artistic quality of cultural creativity industry. The dynamic harmonization process of the color design of cultural creative products is based on munsell's quantification of color harmonization rules. Through the correlation and coupling between color beauty and visual beauty, the dynamic mapping between color image and color image is established to realize the color collocation design of cultural creative cultural products.

Different color brings people different psychological reaction

Colour is right psychology and the effect of life already is acknowledged fact, and the auxiliary treatment that already was applied at psychological treatment and a few diseases by developed country. When you adjust your own coloring, before too long, you will find yourself from the outside to the inside have a a new feeling, a state of mind will clear a lot, around the relatives and friends to see you will feel shine at the moment, in social activities, you are the first impression that gives a person is decent, generous, have grade, your self-confidence will get a lot of ascension, of course things will also feel a lot smoother. Anyhow the mood is pretty good, all these changes, colorific merit cannot fail. Colour psychologist thinks, the influence of different color to the person's mood and psychology has difference (Reymond et al. 2020).

Anacreontic colour can pass optic nerve to cerebrum nerve cell, be helpful for promoting the intelligence development of the person thereby. If often be in the colour environment that lets a person mood depressive, can affect the development of cerebrum nerve cell, make intelligence drops thereby. Color is as important to the eye as our ears must appreciate music. It is hard to imagine what it would be like in a world without color. Color can coruscate people's emotion, can describe people's thought, therefore, have insight, appropriate use of color attracts people's attention. Blue conveys peace, serenity, harmony, trust and confidence.

When used in food or cooking, blue can suppress appetite. Orange is warm and luxurious, if you want to show showy and eye-catching, then use orange, it may stimulate your emotions. Use orange and blue with caution as these complementary colors can give the impression of instability. Red expresses enthusiasm and passion, heat and fire, speed, generosity and excitement can be used in red, it may be exciting, not quite peaceful color, with brown, blue, light purple used together is not quite appropriate. Yellow expresses optimism, happiness, idealism and imagination. If you are determined to use

yellow, it is a good choice to use as a background to create a light and shade effect.

Purple is a mysterious color, symbolizing spirituality. For non-traditional and creative aspects, it is not only a good choice, it may be the only choice. Green evokes strong feelings, both positive and negative. In some cases, it is a friendly color, indicating peace, and is often used to describe areas of production and health care. Black is widely regarded as the color of sadness, seriousness and depression, but in the positive aspect, it is also considered as the color of rich experience and mystery. Taking black as the main tone, it is usually used with great caution. After all, for artists, black is the most attractive color. Gray represents act of stuffy, without vitality, but it is the rest spot of person eye however, when people feel tired in multicolored world, appropriate use gray can make people get proper rest. According to psychology, white has the meaning of cleanliness, purity, simplicity, frankness and innocence. White is the most common background in design, because it is the easiest to identify. As a "colorless" background, we can use colors at will. In our design, we have more colors to use, but we must choose the most appropriate color.

Establishment of correlation matrix between color matching of cultural and creative products and personality psychology

Based on the color harmony quantification method and personality psychology theory, considering the index relationship between color beauty and visual psychology, the correlation strength analysis of color beauty and visual psychology can be expressed by matrix P, as shown in formula (1).

$$
P = \begin{bmatrix} M & S & B & P \\ S \\ B \\ P \end{bmatrix} \begin{bmatrix} p_{11} & p_{12} & \cdots & p_{1n} \\ p_{21} & p_{22} & \cdots & p_{2n} \\ . & . & & . \\ . & . & & . \\ . & . & & . \\ p_{n1} & p_{n2} & \cdots & p_{nn} \end{bmatrix} \quad (1)
$$

Where: M is color beauty; S is symmetry; B is the degree of balance; P is the proportionality; N is the analysis quantity of related elements between color beauty and visual beauty, where $n = 4$. The special properties of the correlation coupling matrix include: P is a symmetric matrix; The effective number of correlation coupling in matrix P is $n(n+1)/2$. The functional expression factors of cultural and creative product color design are compared and judged by the list comparison method in analytic hierarchy process (Ren 2019). Where $p_{ij}(i=1,2,....,n; j=i=1,2,....,n)$ is the importance scale of color beauty and visual beauty, and $p_{ij} = \dfrac{1}{p_{ji}}$. The discrimination of relative importance is shown in Table 1.

Table 1. Relative importance discrimination

Scale	Definition of relative importance of factor i and j
2,4,6,8	The intermediate value of the i and j^+ judgments
1	i and j are equally important
3	i is slightly more important than j
5	i is stronger than j
7	i is more important than j
9	i is definitely more important than j

According to the above steps, we can judge the degree of the impact of color matching on human psychology under the theory of personality psychology. Through the above steps, it can be judged whether the creative work has a certain degree of innovation and artistry.

DISCUSSION

Colors are attached to the packaging of cultural and creative products. In terms of visual effects, colors are indeed more attractive than forms. When cultural and creative products are circulated as commodities in the market and bought by people, the color of cultural and creative products determines whether they can attract people. Therefore, it is of great practical significance to study the tone design and color matching principle in the functional expression of cultural and creative products, beautify cultural and creative products, improve the grade and competitiveness of products, improve production safety and work efficiency, create a good color environment and pleasant people's mind and body. Each kind of cultural and creative product has its own function, completes its own function utility. In the color design of cultural and creative products, we must first consider the coordination and unity of color function and cultural and creative product function characteristics, so that people can deepen the clear understanding of the material function of cultural and creative products, so as to facilitate the play of cultural and creative product function and achieve good results. Considering the relationship between the function of cultural and creative products and the color tones, it is an important issue to be determined first in the color design of cultural and creative products. The artistic effects formed by different tones are different. In the color processing of cultural and creative products, we should pay attention to the theory of personality psychology and study the visual impact of different colors on humans, so that it is more in line with human aesthetics. We should pay attention to the unified effect of the main colors. Too many color configurations can easily cause color confusion. It is not easy to adjust and destroy the harmonious effect. At the same time, the painting is complicated and the economic effect is poor. Therefore, the color design should grasp the following three principles.

(1) There is an internal connection between cultural and creative products and color. Highlighting and strengthening this internal connection is a key method to grasp the main tone. In addition, color has certain functions and personalities. For light and precise cultural and creative products, it is advisable to use light and quiet colors to show the precision and lightweight functional characteristics of light cultural and creative products; For heavy cultural and creative products, it is advisable to use a darker and heavier tone to express the stable and powerful functional characteristics of heavy cultural and creative products.

(2) The color design level of cultural and creative products can reflect the appearance of science and technology, material culture and spiritual life, as well as the artistic characteristics of the era of innovation. Therefore, combining the leap development of modern science with the modernization of art organically can enhance the market attraction and competitiveness of cultural and creative products to a certain extent. Therefore, in the use of colors, especially in the selection of colors, we should not only reflect the novelty and beauty, in line with the aesthetic requirements of The Times, but also not excessively pursue dazzling and gorgeous, losing the functional characteristics of cultural and creative products. Only the harmonious beauty of nature can give people a pleasant, vivid and soft feeling.

(3) The expressive force of the appearance of cultural and creative products should make the color configuration harmonized with the form, structure and functional requirements of cultural and creative products, which is an important symbol of the success of color matching. According to the different functions and forms of cultural and creative products, there are many kinds and shapes differ greatly. Therefore, different color schemes must be selected according to their types, uses and sizes. The selection of different colors is closely related to the functional characteristics and appearance expression of cultural and creative products. Therefore, tonal design must conform to the functional characteristics of cultural and creative products in order to make cultural and creative products have strong and rich appearance expressive force.

The overall coordination of color is an important factor to show the artistic beauty of cultural products. Cultural and creative products should have a sense of wholeness from form to color. Cultural and creative products should not be allowed to have chaotic colors, separate from each other and be fragmented. At the same time, attention should be paid to the organic connection of other aspects of color, so that it can be coordinated with

cultural and creative products into an organic whole, so that cultural and creative products can be full of vitality, stability, kindness and sense of The Times. Therefore, in the color design of cultural and creative products, in addition to reflecting the general color characteristics and general tendency of the main tone of cultural and creative products, while allowing the overall effect not to be destroyed, specific attention should be paid to the requirements of visual balance, human-machine coordination, democracy and fashion of color.

CONCLUSIONS

Colour is having impact to the vision of people with its or warm, romantic, or sweet strength. People use color to show their aesthetic consciousness, so that our living environment is full of color. The color matching group of designers of cultural and creative products is not for individuals, but for all groups of people. Therefore, it is necessary for designers to have a deep understanding of personality psychology and create a common artistic environment in line with people's different aesthetic positions through the application of psychological analysis in color matching.

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Ruizhi Zu: conception and design of the manuscript and interpretation of data, manuscript preparation and writing the paper;
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ANALYSIS OF THE INFLUENCE OF BEHAVIORAL PSYCHOLOGY ON THE EFFECT OF JAPANESE TEACHING

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SUMMARY

Background: Behavioral psychology is one of the important schools of learning theory today, and its theoretical ideas have an important influence on modern teaching. This paper analyzes the behavioral learning theory, combines it with pedagogy, and applies it to Japanese education and teaching to improve the quality of Japanese teaching.

Subjects and methods: This research verifies whether teachers' teaching behaviors can give students moderate stimulation, drive students' emotional behaviors, and maximize their subjective initiative, using simple sounds, pictures, and text as examples.

Results: Under the teaching behavior that gives the same stimulus, different students have different responses, which produce different effects. In the early stage of teaching, teachers can use more teaching methods to improve teaching efficiency and impose different stimuli on the different characteristics of students. In response to these behaviors, we have proposed the following methods and strategies to stimulate students' learning motivation, guide students to face failure correctly, set a learning example, cultivate students' observational learning ability, and pay attention to strengthening students' learning content.

Conclusions: This paper focuses on behavioral psychology and studies the influence of behavioral psychology on Japanese teaching. By responding to student behaviors and students' responses to different stimuli, changing the current teaching methods, enhancing the effectiveness of classroom teaching, improving students' Japanese proficiency, conforming to the requirements of the new curriculum standards and the country's demand for talents, and cultivating well-rounded college students.

Key words: *behavioral psychology - Japanese teaching - student behavior - stimulate - reaction*

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INTRODUCTION

Behaviorism is the psychology of behavior as the research object. Behavioral psychology takes objective and observable objects as the object of research, and it has great resistance to the traditional psychology that takes consciousness as the object of research (Sahu et al. 2020). Behavior in behaviorist psychology refers to the various body reactions that are made when affected by external environmental factors. American psychologist Watson divides the construction of psychology into two levels. On the one hand, it is the observable object, which refers to the reaction of the organism to the outside world under the influence of heredity or certain habits. These reactions may be adapted to the external environment, or they may not be suitable for the external environment, and some organisms may even react in order to survive. On the other hand, it is the body's response to certain specific stimuli, which can be regarded as the essential generalization of behaviorist psychology, which is stimulus and response (Oga-Baldwin et al. 2017). Stimulus refers to external factors that can cause changes in the body. In real life, stimuli are often produced through multiple forms intertwined, which is what we often say (Hiver et al. 2018).

Behaviorism can predict and control the behavior of organisms. The behaviors of all human beings and animals are caused by external stimuli. Behavioral psychology studies the laws of such stimuli and responses, so that it can predict what kind of response will be based on the stimulus, the reaction by which infer what kind of stimulus, thereby achieving efficient prediction and control of behavior (Pinner et al. 2019). A successful behaviorist psychologist should be able to use scientific methods to predict and control people's behavior, so that they can predict their possible reactions when they encounter certain stimuli (Alhamami et al. 2018).

Behavioral psychology believes that learning is a connection between stimulus and response established through conditioned reflex. The content of learning should be the formation of habit, the connection of stimulus and response; the viewpoint of behaviorism is mechanical and focuses on the effect of learning content (King et al. 2018). Behaviorist psychology has a deep influence on foreign language teaching. The "contrastive analysis hypothesis" in foreign language learning theory is put forward under its influence, and the "listening and listening method" in foreign language teaching method is also put forward on its basis(Dewaele et al. 2019).Although behaviorist psychology has declined or even been declared "dead", the concepts of "language contrast", "timely feedback", "active reinforcement" and "a lot of practice" put forward by it in language teaching still have practical significance(Jin et al. 2018).In some aspects of teaching, the crutch of behaviorism is still needed, which is one reason why the learning theory of behaviorism "catch but not fall"(Sun et al. 2020) even believes that in the absence of a language environment for Japanese teaching in China, "this is the only effective Japanese learning concept, and establishing a corresponding teaching method based on this concept is the fastest, effective, and more effective way of foreign

language learning".

After a specific environmental stimulus is presented, an appropriate response can be shown, even if learning has occurred. The key factors are stimulus, reaction and the connection between the two, learning motivation comes from external reinforcement. What people need to consider is how to form a connection between stimulus and response, and to strengthen and maintain it. The art of teaching lies in how to arrange the reinforcement. This paper mainly analyzes the influence of behaviorist psychology on the effect of Japanese teaching, and proposes effective methods and strategies for these influences to improve the effect of Japanese teaching.

SUBJECTS AND METHODS

Japanese learning is carried out on the basis that we have been able to use knowledge to interpret the various variables of the language, which puts forward higher requirements for teaching work. Whether the teaching

behavior of teachers can give students moderate stimulation and drive students' emotional behaviors, so that Subjective initiative has been maximized.

Behavioral psychology uses the stimulus-response (S-R) formula to explain people's mental activities. This model has a great influence on the theory and practice of English teaching, and has led to the "audiovisual teaching method". This method was first created in France in the 1950s, emphasizing the interaction and function of image and recording stimuli. Since language is the stimulus and response of acquired development and is formed by conditioned reflex, then the most critical issue in language learning is to make full use of brain mechanisms. Watching, listening and practicing in class can create a good language environment for students, consolidate and improve learning efficiency. In Japanese teaching, a simple experiment is used to test the reaction order of students, the result is shown in Table 1.

Table 1. The order of students' responses to different stimuli

Stimuli	Picture	Sound	Headline	Small print
Female (20 people)	5	1	13	3
Male (10 people)	8	2	1	0

When using multimedia software to play the slideshow, 20 female students and 10 male students, the picture and sound are played at the same time, the order of reaction of male and female students is investigated, and 13 of the 20 female students pay attention to the headline first, 5 people paid attention to the picture, then the explanation under the title, and finally the sound. Among the 10 boys, 8 people first paid attention to the middle picture, the second focus was on the sound, and then the headline. After summarizing, it can be seen that there are differences in the choice of gender differences under the principle of majority.

RESULTS

Under the same stimulating teaching behavior, male students are more likely to grasp Japanese tones than female students, while female students are easier to grasp the meaning of grammatical meanings, words and so on than male students. However, the performance of this teaching in the early stage of teaching, time will enable various abilities to be comprehensively displayed, and thus produce different effects. In the early stage of teaching, teachers can use more teaching methods, such as pictures, Flash, and viewing pictures to make sentences and essays to improve teaching efficiency. They can also apply different stimuli to the different characteristics of male and female students.

The same stimulating behavior is not applicable to all individuals. If Japanese teaching is only regarded as an explanation of vocabulary, grammar, and text knowledge, it will make students feel that the learning environment

is single and lose their interest in learning, which is the "no reinforcement" in psychology. For example, some students have made great progress in the early stage, but after a long time, they regress. This is not forgetting, but lack of stimulus. Teachers should review whether they are applying new stimuli reasonably while looking for the subjective reasons of students. As a teacher, you must always adjust your mentality, there is no kind of teaching, but also to realize that stimulation and compulsion are two concepts. Rather than instilling experience and concepts, it is better to let students start from their own situation and consciously carry out learning behaviors. Learning itself is not the same. This accumulation is a continuous awareness. Teachers can also continuously adjust teaching methods from the teaching process to keep pace with the times.

Effective teaching is actually through certain educational activities, so that students' learning achieves the best expected results. Research on the effectiveness of foreign classroom teaching began in the first half of the 20th century. Gagne clarified the nature of the five types of learning in his psychology book "Conditions of Learning" (1985) (namely, speech information, intelligence skills, cognitive strategies, motor skills, and attitudes. These five types of learning represent the individual gains All learning results), the conditions for effective learning and their educational implications. He also proposed a new system of teaching theory based on the analysis of his learning conditions, and discussed effective teaching from four aspects: teaching objectives, teaching process, and evaluation and evaluation of teaching methods and teaching results (Bursali et al.

2018). Therefore, this paper starts from behaviorism and applies it to the teaching system to obtain more effective teaching methods.

Research shows that effective teaching essentially depends on teachers' ability to build learning experiences that can achieve expected educational outcomes, and that every student's participation in teaching activities is a prerequisite for effective teaching.

Teaching objectives

Starting from the behaviorist learning theory, learning only occurs when the response has a certain effect on the environment. Learning is a gradually increasing difficulty and orderly sequence, and timely feedback to the reaction can produce reinforcement. Teaching goals can become reinforcements. By setting specific and precise goals, learning behaviors and results can be precise and measurable, so as to provide timely feedback on learning behaviors. Teaching goals should be more specific and precise.

Student's study

Students must learn to learn autonomously, and the acquisition of autonomous learning ability is naturally inseparable from the guidance, promotion and supervision of teachers. Therefore, some scholars pointed out that teachers should play three roles in learning, namely, the "counselor", "facilitator" and "trainer" of learners' autonomy in learning. In addition, teachers should also play three roles, that is, teachers should be the navigator of learners and help learners establish a correct concept of autonomous learning; teachers should be the detectors of learners and help learners find the best learning method; teachers should serve as waiters for learners and help learners provide sufficient learning resources.

It is precisely because autonomous learning is not completely independent in the sense of autonomy, based on the theory of behaviorist psychology, the researcher believes that the teaching mode of "autonomous learning under the guidance of teachers + classroom teaching with students as the main body + individualized autonomous learning" should be adopted in the teaching mode. And use Table 2 to illustrate the relationship between the three.

Table 2. The relationship between the three teaching modes

Teaching link	Teaching time	Teaching methods	Operation content/step	Remark
Autonomous learning under the guidance of teachers	2class hours	Autonomous learning under the guidance of teachers	The teacher assigns learning tasks and provides framework guidance-students solve problems independently-the teacher checks and summarizes the vocabulary and article structure and other issues	Pay attention to time allocation, point out key and difficult points, strengthen guidance
Student-oriented classroom teaching	1 class hours	Take students as the main body, interactive teaching	Solve the remaining problems in the holidays and check the effect of independent learning	Record classroom performance
	1 class hours		Listening and speaking training	Around the unit theme
Personalized self-learning	1 class hours	Human-Computer Interaction Self-learning	Complete the job on the network platform	Correction in timely feedback
	1 class hours			Summarize and report self-learning experience

Teaching environment

Effective teaching is actually through certain educational activities, so that students' learning achieves the best expected results. In the best results expected to be achieved, in addition to factors such as teachers, students, and content, there are also environmental impacts. Many aspects of the teaching situation are related to the success of teaching. The key factor affecting the effectiveness of teaching is student learning, and behaviorist theory has a profound explanation for this.

DISCUSSION

In view of the influence of behavioral psychology on the effect of Japanese teaching, we propose the following methods and strategies.

Stimulate students' learning motivation

In teaching, teachers should focus on encouragement and motivation. Schools in Japanese teaching should fully stimulate students' interest in learning. In teaching, teachers should adopt teaching methods that students love to hear, and use social hot issues to introduce new lessons to increase students' interest in learning Japanese. Teachers and parents should adopt the method of encouragement and guidance. Through verbal guidance, students can feel the trust of parents and teachers in their

learning ability. Through encouragement and praise, students should be motivated to learn and feel the joy of learning Japanese, thereby improving students' Learning enthusiasm effectively improves the effectiveness of Japanese teaching.

Guide students to face failure correctly

Some teachers and students, influenced by some traditional misconceptions and one-sided pursuit of utilitarianism, pay too much attention to teaching results and test results, and ignore the summary and improvement of their failure experience. Therefore, teachers and parents cannot deny students because of a student's failure in a certain exam. They should guide students to sort out the reasons for the failure and prepare for the next success. As the so-called "failure is the mother of success", students must also adjust their mentality, not be addicted to the negative emotions of failure, have the courage to face failure, discover their own shortcomings from failure, and strive to achieve excellent results in the next exam. One way to avoid the classical conditioning of negative reactions is to repeatedly pair positive emotions with certain learning, especially those subjects that are prone to anxiety. For example, teachers can allow students who have difficulty reading to read in a comfortable and joyful atmosphere, and students gradually establish a connection between the comfort from the reading environment and the task of reading itself. When a teacher asks a student, he should put the student in a safe situation, mainly psychological safety, to ensure that the questioning brings positive consequences. If the teacher should consider every student when asking questions, instead of just asking a small group of students, then the classroom will establish a connection with positive responses and hard thinking; Teachers should ask some simple questions at the beginning for those students who have low desire for achievement and are unwilling to answer questions. No matter how they answer these questions, they are appropriate. When students are reluctant to answer, the teacher can give some hints to help students answer the questions.

Establish a learning example and cultivate students' ability to observe and learn. The power of role models is immense. Bandura's social cognition theory emphasizes the importance of observational learning. It believes that individuals have the ability to learn socially and learn their behaviors by observing the behaviors of the society and the people around them. Therefore, students' living environment and the individuals they come into contact with in life It has an influence on the behavior of students. Parents and teachers, as the main influence objects of students, should pay attention to the guiding role of their own words and deeds for students. Teachers should lead by example, regulate their own behavior, establish correct values, and play a good role model.

Pay attention to strengthening the learning content of students, guide self-directed learning. In the teaching process, teachers should teach knowledge from easy to difficult, gradually increase the difficulty, and achieve specific knowledge points. Students' understanding of knowledge is gradual, and don't rush for quick success. While learning new knowledge, it is necessary to repeatedly consolidate the knowledge that has been learned. As the so-called "learning the new through reviewing the old", the learning of Japanese is trivial and the knowledge is more casual, which requires students to repeatedly memorize and practice Japanese words. Teachers should concentrate and contact the connections that should be combined, especially for difficult problems, emphasizing repeated exercises of knowledge (Sun et al. 2020). Education is to learn some reactions, some useful reactions in the future, teachers should use these operational behavior techniques to cause meaningful behavior changes in adult students. Therefore, a good teacher should have the ability to arrange appropriate reinforcement sequences and use these reinforcements to enable adult students to produce appropriate behavioral responses. The key to using reinforcement technology is that reinforcement must be timely and machine teaching must be proficiently used. Teachers should provide different reinforcements for different adult students, and pay attention to observe and understand what reinforcements they are interested in. Educators are good at discovering what adult students need for reinforcement, some should be given appropriate positive reinforcement, and some should be given a certain negative reinforcement, so as to be more conducive to the modification of adult students' behavior and the formation of new attitudes and behaviors. What deserves special attention of educators is that for their good behaviors, they should be encouraged and affirmed in time to make them consolidate and develop, otherwise the behaviors will easily fade; negative reinforcement should be given to bad behaviors, and their negativity should be weakened to stop their inappropriate behaviors.

The object of education is people with initiative, therefore, teaching activities have their particularities. According to different educational objects, students' learning ability and Japanese foundation are even more different, and Japanese teachers should adopt different teaching methods. Each student's learning ability and personality characteristics are different. Teachers must analyze the characteristics of students in teaching, adopt different teaching methods for students of different personalities, and teach students in accordance with their aptitude, which puts forward higher requirements for teachers. It is not only to have a full understanding of the content of the teaching materials, but also to understand the personality characteristics and learning conditions of each student. This is an effective way to teach students according to their talents and improve the efficiency of Japanese teaching

CONCLUSIONS

This paper focuses on behavioral psychology and studies the influence of behavioral psychology on Japanese teaching. By responding to student behavior and different stimuli, changing the current teaching methods, increasing students' interest in learning, changing the traditional single teaching mode, and enhancing the effectiveness of classroom teaching, but in the process of implementation, teachers should combine the specific characteristics of students. Do not advance blindly, pay attention to adopting correct methods and strategies to improve students' Japanese proficiency, conform to the requirements of the new curriculum standards and the country's demand for talents, and cultivate comprehensively developed college students.

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GUIDELINES FOR AUTHORS

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