

of analyzing these influencing factors, it will be found that there are problems violating the laws of educational psychology in physical education teaching. Accidental injuries in life always occur at unexpected times, Can cause students different degrees of anxiety and anxiety. To prevent unintentional injuries to minors, life safety and health education in primary and secondary schools can reduce the extent of unintentional injuries or can prevent them from happening, can also reduce students' anxiety and fear. This is of great significance to minors, families, and the future of the country. Students' safety is one of the most important aspects of school work. From the perspective of mental health education, taking students' healthy growth and lifelong health as the core, life safety and health education should be organically integrated into subject education, so as to help students establish the concept of caring for life and loving life, and develop healthy lifestyle.

**Methods:** In order to further understand the actual situation of the application of educational psychology in physical education teaching in colleges and universities, and find effective ways to improve the effectiveness of physical education teaching in colleges and universities. This paper selects four universities in X province and conducts a questionnaire survey on their students. In this paper, SPSS19 is used for data analysis and direct research through data. The content of the questionnaire includes such factors as teachers' psychology, students' psychology and teacher-student psychology in the communication between teachers and students. A total of 500 questionnaires were distributed and 458 valid questionnaires were recovered, with an effective rate of 91.6%. The random sampling method was adopted, and the survey covered freshmen to seniors and students of different majors in liberal arts, science and engineering. It can be seen from the above that the survey basically guarantees the comprehensiveness and rationality of the investigated groups, and provides a scientific and effective basis for us to further analyze the impact of educational psychology on the teaching effect of physical education in colleges and universities. Search the literature on the implementation of life safety and health education in physical education classes in University, taking into account the current status of this education, research of Life Safety and Mental Health Education in Physical Education and its influence on relieving students' anxiety.

**Results:** In physical education teaching in colleges and universities, teachers' personality charm, teachers' prestige and teaching efficacy affect the educational effect of physical education. As a part of students' psychology, self-consciousness and personality tendency regulate and guide students' learning effect of physical education. In addition, the psychology in the communication between teachers and students will also have a certain impact on the teaching effect. In the process of analyzing these influencing factors, it will be found that there are problems violating the laws of educational psychology in physical education teaching. Physical education teachers pay more attention to sports technology than psychological care in their teaching philosophy. Physical education teachers emphasize practical education over psychological education in teaching content, ignore the anxiety and uneasiness of students in their study and life, and colleagues emphasize ideological indoctrination over psychological counseling in teaching methods. In the process of learning, students' personality tendency deviates and their learning psychological barriers are prominent. The construction of classroom psychological environment and peer psychological environment lacks attraction and guidance, through mental health education, improve students' self-confidence and reduce fear. Students are guided to learn to respond scientifically to natural disasters, accidental disasters, and social crisis events and to enhance their awareness of disaster prevention and mitigation through teaching escape skills in physical education classes, practical training on techniques for collaborative escape, and teaching sports safety classes. Students will be able to enhance themselves and other rescue skills, such as danger prediction, emergency avoidance, survival, and escape, develop emergency rescue skills and improve their awareness and ability to prevent network telecom fraud.

**Conclusion:** In order to better solve these problems in physical education teaching, physical education teachers should play their leading and leading role and attach importance to educational psychological effects. Teachers should improve the teaching concept of physical education and integrate the theory of educational psychology. Teachers should enrich the teaching content of ideological and political courses and combine psychological counseling to achieve the goal of innovating the teaching methods of physical education. Mental health education is very important, which can effectively regulate students' mental health level and effectively reduce students' anxiety and bad mood. In addition, we should strengthen the optimization of classroom psychological environment and peer psychological environment and create a harmonious teaching psychological atmosphere. We should explore a physical education teaching model based on the concept, theory and method of educational psychology, which is close to students and reality, so as to improve the teaching effectiveness more effectively. Sports are for health, and health is for life. The penetration of life safety and health education in physical education reflects the educational function of physical education. From the perspective of Educational Psychology, we should improve primary and secondary school students' attention to life safety through various means. It is an important task to improve students' self-help and self-prevention awareness. Effective infiltration in teaching can cultivate students' awareness and ability to eliminate their potential safety hazards, improve students' self-protection safety behaviors and promote the implementation of life safety and health education.

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## THE BELIEVER'S MENTAL HEALTH OF LU-BAN RULER BY TAINAN KAIJI TEMPLE SHRINE

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**Objectives:** Temple shrines are places where the Luban Ruler red characters and the Chinese traditional craft and cultural heritage are hidden. It hides the unique code and the establishment of the believer's mental health of Lu-ban Ruler.

**Methods:** This research used methods is Gestalt theory by Psychology. The Gestalt theory maintains and evaluation in that the working principle of the human experiences and emotions, that belongs to holism, Psychology "the whole is different from the sum of its parts". And establish the relationship between believer's psychological needs trust of Lu-Ban Ruler and Psychological index of believers. Our perception of the psychological auspicious numbers hidden in the Lu-ban ruler does not come purely from sensory information such as the right shape, style, red or black word, but also our experience and impressions of the past psychology, which add up to us Psychological auspicious "red word" perception hidden in the right Lu-ban ruler.

**Results:** Tainan Kaiji Temple the size of the shrine is long, 9 feet 7 inches 5 points "Jinbao", height 11 feet 4 inches 8 points, "Yingfu", width 5 feet 8 inches 1 point, "Yingfu", the inner table of the shrine. The statue of the "Zhendian Mazu" used to place offerings. The size of the god table is long 9 feet 4 points, "Tian Ding", high 4 feet 2 inches 3 points, "Xingwang", width 4 feet 3 inches 4 points, "Yi Li", Tainan Kaiji Tianhou Temple shrine auspicious "red word" "Yi Li", "Timing", "Jinbao", "Prosperity", and "Yingfu" are in line with the meanings of Lu-ban ruler meaning "Tianding" and "Yield". The word "jinbao", "prosperity" and the word "wealth" in this word. The rules of auspicious "red word". The righteous character is used in temples, and the word for wealth and the character are also used for the position of Mazu. It means that Mazu responds to every request, such as wealth, mental health and safety. As long as believers have troubles in their Psychological, they can tell Mazu, as long as they are sincere and sincere, they are very effective. And establish the relationship between believer's mental health of Lu-Ban Ruler and Psychological index of believers.

**Conclusions:** Tainan Kaiji Temple the size of the shrine. It's very close to the golden ratio of 0.618, also the believer's mental health of Lu-Ban Ruler. In line with the psychology concept of sentient beings.

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## INFLUENCING FACTORS PSYCHOLOGICAL ANALYSIS OF PHARMACEUTICAL MARKETER'S MENTAL HEALTH AND PUNISHMENT CASE STUDY ON ILLEGAL MARKETING DISHONESTY OF PHARMACEUTICAL ENTERPRISES

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**Background:** Based on the strong role of simple psychology such as "everyone does it", profoundly affected by traditional culture such as "society of human relationship" As a kind of unfair competition act, commercial bribery has spread quickly in business transactions, and the pharmaceutical sales area is one of the "most serious areas" where bribery prevails. To understand the perceived stress and mental health level of pharmaceutical marketers, and to analyze their influencing factors and the impact of perceived stress on mental health.

**Subjects and Methods:** Based on the theory of credit constraint mechanism, this paper uses the chilling effect analysis method to conduct a case study on the first case of illegal marketing faith-breaking punishment of pharmaceutical enterprise, analyze the social psychological roots of commercial bribery and dishonesty in the pharmaceutical sales area from a psychological perspective, and conduct a case study on the punishment of pharmaceutical companies for illegal marketing of dishonesty. The chilling effect is a powerful interpretation of the suspension or even loss of eligibility for the centralized procurement market of medical institutions by a single pharmaceutical enterprise due to faith-breaking punishment, which has a powerful deterrent warning effect on the whole pharmaceutical industry and forms a systemic governance effect of drawing inferences about other cases from one instance.

**Results:** In addition to other external factors such as social environment and management system, the emergence of commercial bribery in the pharmaceutical sales area is the psychological factor hidden behind the behavior of the criminal subject. It is the social motivation that causes commercial bribery in the field of medicine purchase and sale, and it is also the fundamental reason for commercial bribery in the field of medicine purchase and sale.

**Conclusions:** The chilling effect of faith-breaking punishment warns pharmaceutical enterprises to change the traditional sales model of misconduct by pharmaceutical enterprises that seek trading opportunities or competitive advantage by giving kickbacks to prescribers and those with decision-making power for the purchase of pharmaceutical and influence, and to keep the bottom line of compliance in the process of product marketing and promotion.

**Acknowledgement:** This paper was financially supported by General Program of Social Science Planning of Beijing Education Commission "Beijing Resident Credit System Based on Personal Benefit Records of Social Insurance" as a staged outcome, Project No.: (SM201710037004).

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