



Figure 1. Research model of cultured meat purchase intention from consumer psychology perspective.

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

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

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GAME TEACHING ON CHILDREN'S COOPERATIVE BEHAVIOR AND MENTAL HEALTH

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

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

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

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

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

Table 1. The scores of children in different groups.

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

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

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

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

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

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

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

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

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

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

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TREATMENT OF MUSIC COMBINED WITH PSYCHOTHERAPY ON PATIENTS WITH SLEEP DISORDERS

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

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

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

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

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

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

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