psychology of the students in preschool education.

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

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

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

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APPLICATION OF PSYCHOLOGICAL DISTANCE IN THE APPRECIATION OF DANCE ART

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

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

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

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

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

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

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

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

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

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

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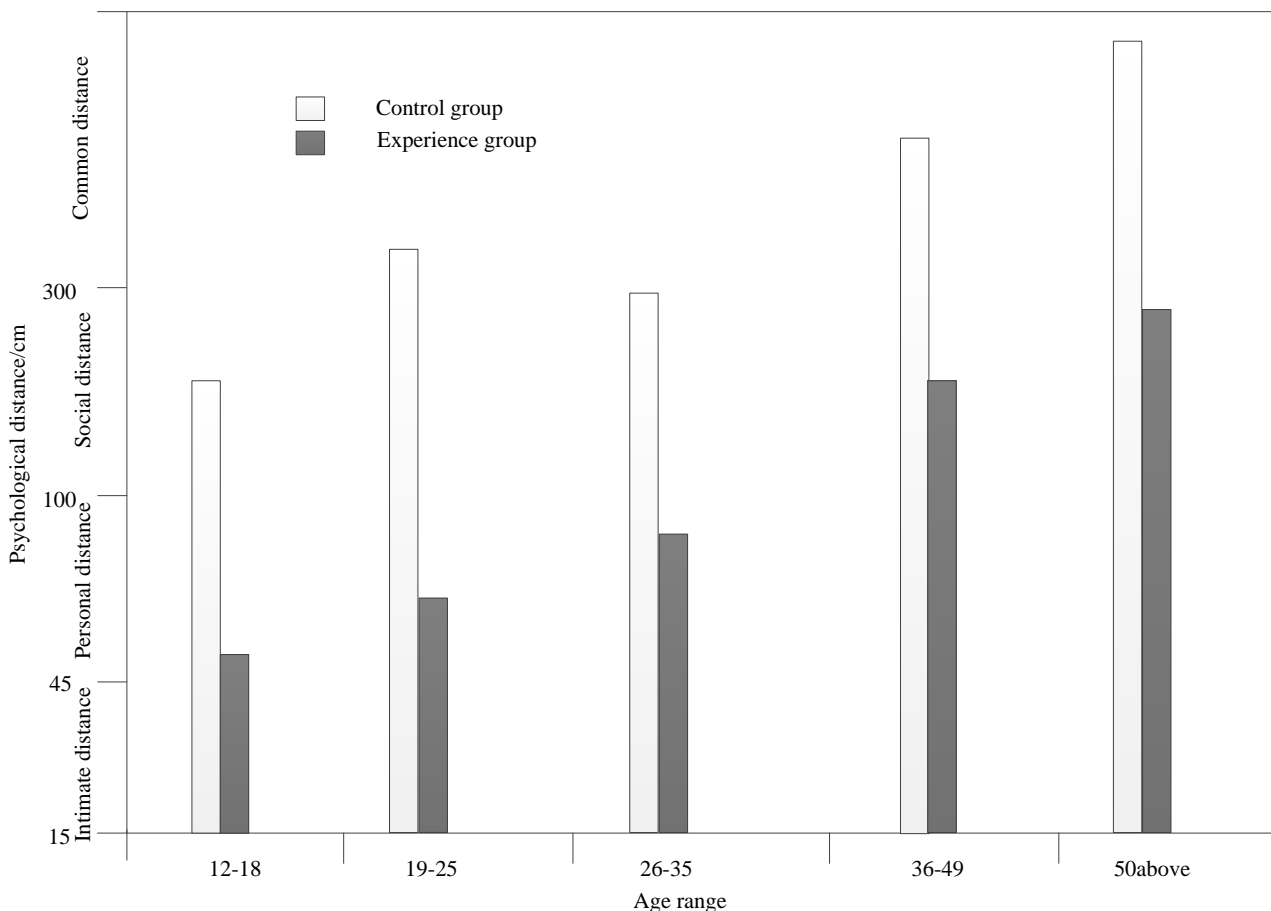
Figure 1. the improvement of psychological distance in different age groups.

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

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INFLUENCE OF MARKETING MODE ON CONSUMER PSYCHOLOGY IN THE INTERNET ERA

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

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

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

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

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

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

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

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