

Table 2. Results of variance analysis of static visual communication effect.

Source	Type III SS	df	MS	F	P
Position	7.863	3	2.621	6.403	0.000
Content	5.000	1	5.000	014.182	0.001
Position×Content	2.225	3	0.742	2.017	0.115

Conclusion: In terms of content, it is easier for learners to remember people’s information than objects, which indicates that people’s information has a higher degree of acceptance, and students who show dynamic presentation have a larger amount of information to remember. However, with the acceleration of “moving” speed and the increase of frequency, there is a negative effect. In the “up and down” direction of content presentation, the “up” side has a higher degree of information acceptance, which is consistent with static and dynamic. From the way of presentation, the correlation between dynamic and static is not significant, but there are some differences.

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THE EFFECT OF ONLINE ADVERSE COMMENTS ON CONSUMERS’ PERCEIVED RISKS AND SELLERS’ REACTION IN THE CONTEXT OF BIG DATA

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Background: Adverse online comments as an important part of online shopping market and have created a new model for e-commerce. In particular, adverse online comments provide a reliable basis for consumers to perceive risks and make purchase decisions, and promote enterprises to explore more accurate customer needs, formulate more precise marketing strategies and promote products when shaping IWOM (Internet Word of Mouth), then achieve the purpose of maintaining customer satisfaction and establish quality IWOM in the context of big data.

This study has integrated the SOR theory, risk perception theory, and purchase intention theory to analyze the impact of adverse online comments factors and individual factors on consumer perceived risk in order to enrich the study on adverse online comments and provide advice to consumers and sellers.

In order to achieve the goal of research, this study proposed hypotheses below:

- H1: The quantity of adverse online comments has positive impact on consumer social perceived risks;
- H2: The quality of adverse online comments has positive impact on consumer social perceived risks;
- H3: The intensity of adverse online comments has positive impact on consumer social perceived risks;
- H4: Consumer personality traits have positive impact on consumer psychological perceived risks;
- H5: Subjective norms have adverse impact on consumer psychological perceived risks;
- H6: Consumers social perceived risks have adverse influence on purchase intention;
- H7: Consumers psychological perceived risks have adverse influence on purchase intention.

Subjects and methods: To verify the hypotheses above, a conceptual model of risky impact of online comments was designed in the research.

Based on adverse online comments, consumer personality traits and subjective norms, this paper constructed a model of the impact of adverse online comments on consumers’ perceived risks, and conducted empirical analysis by designing questionnaires and collecting data, as the Figure 1 shown. In the design of the scale, this article employed a five-level Likert scale to test 8 research variables, which are the quantity of adverse online comments, the quality of adverse comments, the intensity of adverse comments, consumer personality traits, subjective norms, social perceived risks, psychological perceived risks, and purchase intentions, respectively.

Study design: The questionnaire was designed through the Chinese questionnaire website juanxing Wen. The questionnaire includes a total of 30 questions. The questionnaire was randomly sent to the users in online communities such as Weibo, Tieba, and Zhihu, etc. A total of 500 questionnaires were sent and 341 were received from them eventually. After sorting out the collected questionnaires, there are 312 valid questionnaires remaining.

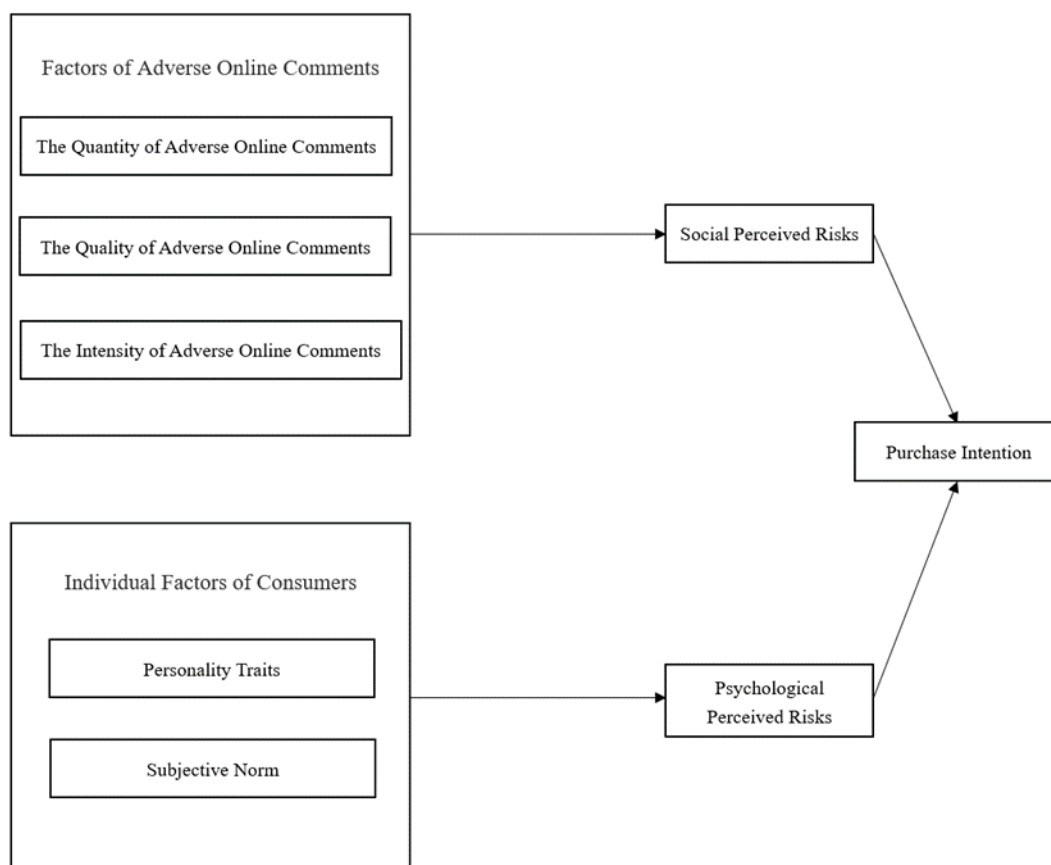


Figure 1. The Impact of the Model of Adverse Online Comments on Consumers' Perceived Risks.

Methods of statistical analysis: This article first adopted reliability analysis to measure the reliability and validity of the data. For the Likert scale used, the Cronbach's Alpha value is commonly used to measure the reliability of the scale used in the questionnaire. As the Table 1 demonstrated, the Cronbach's Alpha values of the variables in this study are all greater than 0.7, which manifests that the questionnaire has high credibility and passes the test.

According to the feedback from the participants, the questionnaire is easy to comprehend and the purpose is significantly clear. In terms of the structure validity, as the Table 2 presented, all factor loading values are higher than 0.7, all the average variance extracted (AVE) are higher than 0.6, and all the composite reliability (CR) are all higher than 0.7, which meets the general standard.

Results: The initial model was tested, in Table 3, the CR values of all paths are greater than 2, and all the *P* values are less than 0.05, which means that the indicators are meet the standard. These paths are significant, i.e., the research hypotheses were all verified and the model is acceptable.

Table 1. The Results of Reliability Analysis.

Latent variables	Number of items	Cronbach's alpha
Quantity of adverse online comments	3	0.722
Quality of adverse comments	3	0.710
Intensity of adverse comments	3	0.755
Personality traits	2	0.787
Subjective norm	3	0.811
Purchase intention	4	0.839
Social perceived risks	3	0.768
Psychological perceived risks	4	0.791
Total	25	0.806

Table 2. The Results of Factor Analysis.

Latent variables	Item	Factor loading	CR	Ave
Quantity of adverse comments	Q3	0.831	0.831	0.623
	Q4	0.764		
	Q5	0.771		
Quality of adverse comments	Q6	0.833	0.839	0.634
	Q7	0.762		
	Q8	0.793		
Intensity of adverse comments	Q9	0.842	0.838	0.634
	Q10	0.746		
	Q11	0.798		
Personality traits	Q12	0.846	0.859	0.753
	Q13	0.889		
Subjective norm	Q14	0.805	0.695	0.872
	Q15	0.833		
	Q16	0.862		
Social perceived risks	Q17	0.809	0.828	0.616
	Q18	0.755		
	Q19	0.789		
Psychological perceived risks	Q20	0.872	0.897	0.685
	Q21	0.796		
	Q22	0.824		
	Q23	0.816		
Purchase intention	Q24	0.834	0.885	0.657
	Q25	0.855		
	Q26	0.770		
	Q27	0.781		

Table 3. The Results of Parameter Estimates.

	Path	CR	Path Coefficients	P	Result
Social Perceived Risks	← Quantity of Adverse Comments	2.279	0.54	***	Verified
Social Perceived Risks	← Quality of Adverse Comments	2.279	0.32	***	Verified
Social Perceived Risks	← Intensity of Adverse Comments	3.544	0.29	*	Verified
Psychological Perceived Risks	← Personality Traits	3.511	0.33	***	Verified
Psychological Perceived Risks	← Subjective Norm	3.372	-0.36	***	Verified
Purchase Intention	← Social Perceived Risk	4.093	-0.44	***	Verified
Purchase Intention	← Psychological Perceived Risks	2.669	-0.43	***	Verified

Note: * $P < 0.05$; ** $P < 0.01$; *** $P < 0.001$

Conclusions: To sum up, this research obtained the following research findings below:

(1) The quantity, quality and intensity of adverse comments have a positive impact on consumers' perceived risks. The more adverse comments about the authenticity of product descriptions and the quality, the higher risks that consumers can be perceived, and the lower purchase intentions consumers have.

(2) Consumer personality traits positively affect psychological perceived risks, and subjective norms negatively affect psychological perceived risks.

(3) The influence of social perceived risks, psychological perceived risks and service perceived risks on purchase intentions is decreasing. When the quantity and quality of adverse online comments are reliable to a certain extent, consumers tend to trust these comments as a reference for shopping.

Therefore, it is necessary for merchants to take measures to enhance the positive impact of online comments on consumers' purchase intentions and reduce the negative impact, thereby increasing product

sales. Sellers should use artificial intelligence technology and big data analysis to catch potential adverse comments. Reasonable controls should be put in place before adverse comments are formed, and remedial measures should be taken to effectively reduce the percentage of adverse comments as much as possible. In addition, high attention has to be paid to adverse comments that may have a significant impact on potential consumers' purchase intentions, and actively remedial measures that have to be taken which can improve customer's satisfactions and maintain good product comments through online and offline communications, timely products replacement, coupons or discounts offers, etc.

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POSITIVE INFLUENCE OF CAMPUS FOOTBALL ON THE MENTAL HEALTH OF RURAL PRIMARY SCHOOL STUDENTS

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Background: With the rapid development of China's economy, the investment in the field of education is increasing, and the cause of education has also made a huge leap. However, the duality of urban and rural education has always been the shackle of the development of China's basic education. The imbalance of urban and rural education results in the polarization of educational opportunities, educational resources and educational quality between urban and rural primary school students. In addition, with the needs of China's economic and social development, in recent years, all over the country vigorously promote the construction of urbanization, prompting many young people in rural areas to go out and work in cities for a living, resulting in a large number of primary school students who are in the critical period of growth and mental health growth lack the company of their parents and become left behind children. Under the influence of these factors, some primary school students appear lonely, timid, lack of self-confidence and sense of cooperation and other psychological problems, which seriously affect the healthy growth of primary school students, and even their adult life problems. Therefore, the mental health of primary school students has naturally become a topic of concern from all walks of life, and it is also an urgent social problem to be solved by education and other relevant departments.

As the first sport in the world, football can not only strengthen people's health, but also promote the formation of healthy psychology. In view of the mental health problems of rural primary school students, actively participating in campus football activities has a positive effect and function on the mental health of rural primary school students. Since 2009, the development of campus football in China has been led by the General Administration of sports, led by the Ministry of education, and developed from "quantity" to "quality". Supporting the development of rural campus football has become one of the important contents of deepening the school sports reform demonstration project. The development of rural campus football can not only improve students' enjoyment and physique, but also improve their personality and will. Therefore, in the context of the current social development and driven by the school sports reform and development policy, this study uses a variety of ways and means to carry out rural campus football, multi-dimensional intervention of rural primary school students' mental health problems, so as to solve the bad psychology of rural primary school students and promote the formation of rural primary school students' healthy psychology.

Objective: By supporting the development of rural primary school campus football, from the aspects of football teachers, football teaching and training, football competition, football culture construction and so on, we can overcome the adverse factors in a multidimensional way, and enhance the positive intervention on rural primary school students' mental health, so as to build a practice platform for primary school students' mental health development in the process of realizing the goal of balanced education in China, to provide important support and guarantee for its healthy growth.

Subjects and methods: His study takes the rural primary school students as the research object, randomly selects one rural primary school students in Central China and one in Northeast China as the sample, and uses the methods of literature review, interview, questionnaire survey and mathematical statistics to analyze the positive impact of campus football on rural primary school students' mental health intervention.

Result: Through the investigation and analysis of the sample, the conclusions are as follows: (1). The excellent teachers of campus football can make use of the opportunities of campus football cultural activities, such as football carnival, football knowledge competition, to help and improve the mental health problems of rural primary school students, such as inferiority, loneliness, timidity and cowardice. For