

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.

**Acknowledgement:** The research is supported by: National Social Science Foundation of China of 2018 (general program): "Research on the geographical indication to Guide Farmers on Green Production Mechanism"(Program No. 18XJY007); Soft Science of Shaanxi Province of 2016: "Research of the effects on Loess Plateau farmers' income growth and differences by their different scales of returning marginal farmland to forest during the process of the sustainable land conversion project"(Fund No. 2016kRM068).

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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.