

decision-making can effectively make e-commerce marketing develop towards a benign trend, stimulate consumers' positive shopping mood, and increase the consumption amount. In other words, it is effective to use the theory of consumer psychology to study the decision-making process of e-commerce users.

Conclusions: Is the birth of the consumption psychology and consumption psychology, economics and other branch has generated "blood relationship", and is largely psychological science theory in the empirical study, continuously to the consumer research field penetration, and the social economic and cultural issues related to consumption is not caused by reaction in applied psychology. Research consumer psychology, for consumers can improve consumption efficiency, and for operators can improve management efficiency. Therefore, it is not difficult to see that consumer psychology has a broad application prospect, and its application in the e-commerce marketing industry can effectively stimulate consumers to make positive decisions.

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NEW WAYS OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION UNDER THE ENVIRONMENT OF NETWORK NEW MEDIA

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Background: With the continuous improvement of information level, intelligent devices have also been widely popularized. At present, almost all college students have a smart phone per capita. We can understand the Internet anytime and anywhere and obtain relevant information on the network. With the continuous improvement of new media technology, people can not only obtain information quickly and conveniently through intelligent devices, but also manufacture and disseminate information through intelligent devices. This not only greatly promotes the communication between people, but also innovates ideas and models for the development of College Students' education. College students are in a period of gradually mature ideas and rich psychological activities. At the same time, diversified campus activities and more in-depth social participation will also have a certain impact on College Students' psychology.

Subjects and methods: As a component of young groups, college students have both common social characteristics and special forms. Through the research on the relationship and influence between new media and college students, this paper tries to explore the new ideas of College Students' mental health education under the new media environment.

Study design: This paper studies the new ideas of College Students' mental health education under the new media environment from the following aspects: some students do not correctly understand their own value, produce inferiority complex, some students are limited to their own world and cannot integrate into the new environment, some students accept bad information, and the distortion of ideological values.

Methods of statistical analysis: Facing the new situation, the college mental health education model under the new media environment needs to be updated. It is one-sided to rely only on the traditional mental health education model. Therefore, according to the new characteristics of the development of new media, this study will actively explore new ways of thinking, new educational carriers and methods of mental health education, so as to make a beneficial exploration for college mental health education in the new media era.

Results: According to the data survey results, 52.7% of college students believe that their communication with teachers and students has been enhanced in the new media environment. If the school opens official microblog, WeChat or other social networking sites and forums to carry out mental health education activities and provide services, 63.8% of the students will pay attention. At the same time, compared with traditional media, 48.5% of students are willing to use new media for psychological discussion with people. These data show that new media has brought great opportunities for mental health education of college students, as shown in Table 1.

47.3% of college students believe that the school does not pay attention to the use of new media for mental health education, and the use of new media is insufficient. 37.8% of college students thought that the school only occasionally opened new media forms such as official website, microblog, WeChat and forum to carry out college students' mental health education. It shows that new media, as an effective way to carry out mental health education in colleges and universities, has insufficient application of new media technology and insufficient attention in colleges and universities, as shown in Table 2.

Table 1. Current situation of College Students' mental health education under the new media environment.

Subject	Option	Percentage/%
How do you feel about your communication with teachers and students in the new media environment?	A. communication enhancement	52.7
	B. weak communication	13.7
	C changed little	28.9
	D no change	4.8
Will you pay attention if the school opens official microblog, WeChat or other social networking sites to carry out students' mental health education activities and provide services?	A strong concern	9.7
	B will pay attention	63.8
	C it doesn't matter	15.4
	D won't pay attention	11.1
Compared with traditional media, are you willing to use new media for psychological discussion with people?	A is unwilling to discuss with others	13.1
	B willing to discuss with others	48.5
	C don't know how to explore	27.3
	D didn't expect to discuss it with others	11.1

At present, there are a variety of new media platforms developed in the market, and many fashionable new media platforms have also been favored by student users. Students explore the ways of College Students' mental health education in the new media environment. In the new media environment, campus cultural activities have added some new forms. Classroom teaching is an important form of mental health education, but the traditional model of preaching cannot meet the needs of students. Students in the period of psychological development have some rebellious thoughts, which will produce an instinctive rebellious psychology to the teachers' earnest teaching. Therefore, teachers should make use of the current new media environment and improve the sense of hierarchy of mental health teaching through some advanced technical means. Campus cultural activities are a very important form of extracurricular education in higher vocational colleges. In the new media environment, campus cultural activities have added some new forms. Teachers can popularize knowledge related to mental health by carrying out online campus cultural activities. Online campus cultural activities have great advantages and are basically not limited by time and region. Not only students of our school can participate, but also students of other schools can be invited to participate through the relationship between classmates and alumni.

Table 2. Current situation of school education concept.

Subject	Option	Percentage/%
Schools do not pay attention to the use of new media for mental health education, and the use of new media is insufficient	A very much	17.4
	B agree	47.3
	C disagree	25.3
	D very disagree	9.9
Does the university open new media forms such as official website, microblog, WeChat and forum to carry out college students' mental health education?	An often	14.3
	B General	36.8
	C occasionally	37.8
	D not often	11.1

Conclusions: In the new media environment, college students' mental health problems are emerging. This phenomenon cannot be simply attributed to the progress of new media technology. Teachers should see the positive side of new media technology on social development and talent training, constantly learn new media skills, and be able to carry out more effective and in-depth mental health education for students through new media.

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EVALUATION METHODS OF EMPLOYEE MENTAL HEALTH STATUS IN EXPRESSWAY INDUSTRY

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Background: In recent years, with the enhancement of service awareness in the expressway industry and the continuous evolution and improvement of the toll situation, in the face of the special nature of expressway construction and toll work, employees in the expressway industry will more or less experience psychological tension, confusion, depression, and depression. And other bad mental states, the resulting problems such as reduced efficiency, increased accidents, and increased costs have gradually emerged. Therefore, how to relieve people's ideological and psychological pressure, promote people's mental health, realize people's physical and mental harmony, and help highway industry workers to correctly face various pressures and do their ideological and political work is worthy of our attention and research. At present, most domestic mental health assessments are done by existing mental health assessment tools. Many psychologists use existing mental health assessment tools to analyze and research people's mental health. Mental health assessment tools will be updated and improved according to the mental health of people in different periods to make the assessment results more accurate. With the rapid development of the Internet today, big data, cloud computing and other information technologies have been integrated into all aspects of people's lives. People generate large amounts of data every day, and data has changed from a simple processing object to a basic one. resource. If people want to obtain the knowledge and wisdom contained in the data, they need to dig out the hidden information behind the data, so visual analysis emerges as a new analysis method. Visual analysis provides fast, testable and understandable assessments, and can explore unknown content and detect expected information.

Subjects and methods: This study elaborated the significance of the application of visual analysis technology in the mental health assessment of expressway employees and the related methods used, and used a combination of multiple visualization views to evaluate the mental health of expressway employees. Carry out analysis and propose a new method to evaluate the mental health of expressway employees by means of visual analysis.

Study design: The concept of applying visual analysis technology to the mental health assessment of highway employees. The difficulty of mental health assessment is that people cannot perform self-assessment of their mental health in a timely manner to understand their mental health; the point is to help users understand their mental health in a timely manner and discover potential mental health problems that users have. By studying the application of visual analysis technology in emotional psychology and mental health, this study uses visual analysis technology to analyze the mental health assessment data of highway employees, helping highway employees to understand themselves in the most intuitive way Of mental health, discovering their potential mental health problems.

Methods of statistical analysis: For the evaluation of mental health problems, mental health assessment tools are generally used. At present, the commonly used mental health assessment tools in China are mainly divided into: single symptom questionnaire, comprehensive mental health scale and mental health assessment system. Most of these mental health evaluation tools measure mental health in the form of scales. Through the study and study of the mental health assessment scale, it is finally determined to use the SCL-90 symptom self-rating scale as the mental health assessment of the system. surface.

Results: The results of the SCL-90 symptom self-rating scale are divided into the analysis of the total scores of highway employees, each factor, and individual items with "symptoms". The specific explanations of each result item are shown in the table below. Among them, the average score of each factor of the 10 factors can reflect the mental health of the expressway employee in 10 aspects. The expressway employee can also understand the distribution of their total score through the factor average.

In actual testing, the results of the SCL-90 Symptom Self-Rating Scale are usually compared and analyzed with the norms that scholars have developed. This article uses the standard norms used by the school psychological counseling studio to evaluate the test results. Table 2 is the standard norm used by the system in the evaluation and analysis of the results of the SCL-90 symptom self-rating scale.

Conclusions: This research explores the way of visual analysis to analyze the mental health data of highway employees. Through the storage and analysis of the SCL-90 symptom self-rating scale data, to understand the mental health of highway employees, and according to the highway employees Different feedback suggestions are proposed. Visual analysis of mental health data can help expressway employees to understand their mental health and discover their main and potential mental health problems.