

design cannot exist independently, it must depend on the specific hardware carrier. The key to understand the meaning of creative product lies in the research of folk product image design and development from the perspective of consumption psychology.

Subjects and methods: The image design of folk products takes breaking tradition as the basic idea, innovation as the core thinking, culture as the development factor, and emphasizes the creation of cultural consumer goods. This article is mainly from the product function, shape, color, decorative methods of folk product development, image design, and then through marketing means to the market.

Study design: Stratified cluster random sampling method was used to conduct a random survey of 600 consumers of folk products. 600 questionnaires were distributed and 578 valid questionnaires were collected.

Methods of statistical analysis: The research on folk product image design and promotion strategy using excel statistical consumption psychology.

Results: With the development trend of socioeconomic and cultural diversification, cross-industry integration has become an inevitable topic in the next development exploration of each industry. Enterprises in the development of products if the use of folk product image design concept, through different forms of stimulation behavior, enhance product creativity.

In this survey, the influence value of specific factors is 0 to 4 grades, which means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. In order to reduce the great error caused by individual subjectivity in the evaluation, the evaluation value of 600 consumers of folk products shall be rounded off and the result shall be determined by means of averaging. The specific statistical table is shown in Table 1.

Table 1. Folk product image design and promotion strategies in consumer psychology

Factor	Function	Morphology	Color packaging	Decorative technique
Consumer	4	4	4	4

Conclusions: Consumption psychology mainly studies the psychological phenomenon and behavior law of consumers in consumption activities. Its aim is to study the psychological activity law and individual psychological characteristics of people in the process of daily consumption and daily purchasing behavior. Through the study of consumer behavior in the whole process, psychological changes in the image of folk products to design and promote. These psychological activities are the intrinsic determinants that motivate consumers to buy or give up a product and dominate the implementation of consumer behavior. Through the study of the psychological process of consumer behavior, we can provide theoretical basis for designers to create the image of folk products. Consumers create their own products independently, in order to show their uniqueness. Simultaneously this kind has the entertainment psychology to be able to increase the consumer when the creation joyful feeling.

Acknowledgement: The research is supported by: Jiangsu Education Department Philosophy Social Science Research Fund Project in 2020 "Research on advertising Communication Strategy of "time-honored brand" under new Media Environment" (No. 2020SJA1471).

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PSYCHOLOGICAL CHARACTERISTICS OF CONTEMPORARY YOUNG PEOPLE FROM TIKTOK VIDEOS

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Background: The so-called psychological characteristics refer to the stable characteristics of individual or group psychological activities, which are reflected in differences in ability, temperament and personality. The short video of shaking *Tiktok* reflects the following five aspects of psychological characteristics of young people: (1) Advocating external beauty. (2) Eager to express themselves. (3) Look forward to being recognized. (4) Curious. (5) Seek a sense of belonging.

Short video *Tiktok* is the main user of App, and the jitter is one of the short video App used by young people nowadays. *Tiktok* is short of video content, and its content is diverse. It has both attributes and style in the characteristics. They reflect the psychological characteristics of contemporary young people, such as advocating external beauty, eager to express themselves, looking forward to recognition, full of curiosity, seeking a sense of belonging and so on. These psychological characteristics of young people have

enlightenment for the media, relevant departments and individuals, which is worthy of attention. With the mobile phone *Tiktok* technology developing, the main function of App video in China is expanded to live video (Kwai, Fighting fish, etc.) from watching video (Tencent, IQiYi, etc.), and then extended to the current system of video (Jitter, Fast hand, etc.). From watching others “play” and listening to others “sing”, to now you can “go to battle in person”. The city’s *Tiktok* is the main audience of the second-tier cities in China. After analyzing their choice behavior and love degree, we can understand their psychological characteristics. According to their psychological characteristics, the media and relevant departments can give them correct education and guidance, so as to further improve their overall quality and moral level. *Tiktok* love video can be divided into five categories: first, the Yan value school. Second, creative school. Third, the straying faction. Fourth, the school of knowledge. Fifth, entertainment.

Objective: In the Internet age, the creativity and consumption power of the audience may be excavated and realized. Media should not only cater to the audience, pursue the number of users and utilization rate, but also guide users out of the cognitive comfort zone according to their psychological characteristics. Change the psychology and behavior of young people. Attracting user participation is the first step, and the media needs to improve the follow-up mechanism and feedback mechanism. *Tiktok* has high stimulation threshold and can attract users. However, in the era of fragmentation, user participation is only the first step. In the follow-up, it is also important to pay attention to young people’s thinking and learning, and listen to young people’s voices and needs. The media follow-up mechanism and feedback mechanism need to be improved: do not suppress young people’s love of beauty and curiosity, strive to provide free and intimate platform services, make good use of big data, selectively recommend excellent works according to users’ preferences, consciously introduce fresh and popular positive energy topics, and finally increase their aesthetic cultivation and connotation pattern, The purpose of expanding their realm and vision.

Subjects and methods: Contemporary young people are energetic, curious and sensitive. They do what they want and like to try new things. At the same time, in the fragmented and fast-paced information age, young people have a strong thirst for knowledge. Etiquette in life and skills in interview will trigger young people’s desire to learn and curiosity. Curiosity is a powerful force of emotion and a powerful power for young people to *Tiktok*.

Study design: Using stratified cluster random sampling method, 1000 young people were selected for test paper survey, aged 20-35 years, regardless of gender. A total of 1000 test papers were distributed, 963 were recovered and 942 were valid.

Methods: Using Excel statistics to see the impact of changes in psychological characteristics of contemporary young people from mobile short videos.

Results: Through the questionnaire survey and statistical analysis, the changes of contemporary young people’s psychological characteristics from mobile short videos have a great impact.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, the evaluation value of 500 students is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Influence of changes in psychological characteristics of contemporary young people from mobile short videos

Factor	Focus on external	Express yourself	Expect to be recognized	Curiosity	Sense of belonging
Young people	5	4	5	4	5

Conclusions: *Tiktok* is a stage for young people to express their individuality, manifest their youth, pursue fashion and brush their faces. They share their interesting life and show their optimism. Relevant departments should fully mobilize social forces and make concerted efforts to realize universal supervision and comprehensive supervision, so as to gradually withdraw the contents of mischief, vulgarity and violence from the short video platform. Although short video app can enable young people to express themselves, relax themselves, obtain a sense of satisfaction, belonging and pleasure, young people should realize the virtuality of the online world. Some *Tiktok* users are more anxious about the more *Tiktok*, the important reason is that the happiness brought by real life is long, while the Internet world can release people’s pressure for a while, but the positive feelings that people bring to them are limited. Behind “netizens” are real people, which means that they live in the dimension of reality all the time. In short, we should make the media, relevant departments and individuals make more efforts and take more measures at the same time, so as to realize the scientific, orderly and vigorous development of short video app, so as to improve the moral quality of contemporary young people.

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TEACHING PRACTICE OF DANCE BASED ON BEHAVIORAL PSYCHOLOGY

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Background: Behaviorism appeared in the United States. At the beginning of the 20th century, the natural science developed rapidly. Some young psychologists were not satisfied with the Wundt School. Behavioral psychology is a school of psychology originated in the United States in the early 20th century. Its founder is American psychologist Watson. According to behaviorism, psychology should not study consciousness, but only study behavior. Behavior is the combination of various bodily responses that an organism uses to adapt to environmental changes. These responses are nothing more than muscle contraction and glandular secretion, some of them in the external performance of the body, some hidden in the body, the intensity of large and small. Behaviorists believe that people's psychological awareness, spiritual activities are unpredictable and unapproachable, psychology should study people's behavior. Behavior is a combination of bodily responses of an organism to environmental changes. These responses are nothing more than contractions of muscles and secretions of glands. Psychology studies behavior by identifying the relationship between stimuli and reactions in order to predict and control human behavior by inferring responses from stimuli and reactions. Behavioral psychology is characterized by creativity, activeness, adaptability and richness. On the one hand, it can increase the interest of dance learning, make students easy to accept and get into, and greatly enhance the enthusiasm and initiative of students in dance learning. On the other hand, under the guidance of Behavioral psychology, beginners can grow up along a systematic and normative path, neither too loose and random, nor can they erase creativity. Therefore, the study of dance teaching practice based on behavioral psychology has innovated the teaching method, enriched the teaching form, developed the students' interest in learning, enlightened the students' artistic and aesthetic ability, broadened the students' vision, protected the students' imagination, cultivated the students' creativity, and made the students form a comprehensive and healthy physical and mental development simultaneously.

Objective: In recent years, there are many problems in the creation of teaching environment, the setting of teaching objectives, the organization of teaching contents, the selection of teaching methods and the construction of teaching staff. And there are graduates in school to learn the basic skills of dance, folk dance, early childhood dance skills, works are not practical, dance teaching is very difficult, teaching effect is not good, etc. These problems not only affect the growth and employment of dance students, but also hinder the improvement of dance teaching quality in schools, as well as the improvement of dance teaching quality. Based on the perspective of behavioral psychology, this research analyzes the teaching practice of dance, and effectively carries on the school education specialized dance teaching.

Subjects and methods: Take 100 students in a school as the research object, randomly divide them into experimental group and control group. There is no significant difference between the two groups before the experiment. Using the same teacher, teaching the content of the same dance class, using two different teaching models, the experimental group teachers applied the knowledge of behavioral psychology. In the control group, only ordinary teaching was carried out, and two classes were videotaped. In the experimental group, the students should be divided into three levels according to their different learning ability, learning level and psychology, and different teaching methods should be adopted to meet different requirements. In the classroom teaching let the result good student do have the certain difficulty the practice, achieves the enhancement the goal. Make sure the middle school students do some exercises to protect their study enthusiasm, and let the poor students do some easy exercises to increase their self-esteem and confidence. Thus, each student has the opportunity to practice the dance movements. Students should be treated equally in class regardless of whether their grades are good or bad. In teaching, teachers should give priority to praise and encouragement, and should not damage students' self-esteem in public. Some poor students, after class, the lack of knowledge and skills, respectively, to take different measures, enthusiastically give timely help and counseling. Test the enthusiasm of the two groups.

Results: The results of this test are determined by using 1 to 3 grades to quantify the influence values of specific factors, 1 to indicate general preference, 2 to indicate great preference, and 3 to indicate special preference. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 100 students are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

Conclusions: The teaching of dance in all schools should meet the requirements of the socialist modernization construction of our country and the educational development of all colleges and universities,