

Results: In the “live + E-commerce” mode, the anchor plays the role of shopping guide in traditional marketing, gives consumers an on-the-spot experience, and urges consumers to make purchase decisions through situational structure and problem interaction. Net red itself has a certain fan group, and in the formation process of this fan group, it has successfully filtered out the “disapproving” audience. In this group, led by Wang Hong, the group’s enthusiasm is fermented, consumers are stimulated by shopping, and the purchase conversion rate will be greatly improved. Due to the development of online shopping, its existing worry-free service increases consumers’ satisfaction and trust. In addition, the authenticity brought by live broadcasting and trust in the anchor make it easier for consumers to buy products.

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 individual subjectivity in the evaluation, the evaluation value of 500 groups is adopted and the average is taken to obtain the result rounded. The specific statistical table is shown in Table 1.

Table 1. Innovation effect of E-commerce live second kill mode

| Content | College students | Wage group | Retired group |
|-------------------|------------------|------------|---------------|
| Shopping presence | 3 | 5 | 5 |
| Net red effect | 4 | 4 | 4 |
| Shopping trust | 5 | 3 | 4 |

Conclusions: In the environment of the rapid development of emerging technology networks, the live broadcast network red E-commerce model is increasingly sought after by many people, completely subverting the rigid traditional business model. Due to its own characteristics, the operation mode of “live + E-commerce” has high attraction to consumers, can effectively promote consumers’ purchase and cultivate loyal consumers. The key to its development is to attract consumers and promote the transformation from 0 to 1. E-commerce live broadcasting is an emerging industry. In an era when 5G is coming, “cloud live broadcasting” and “cloud selling” may become a trend. For the country, it is necessary not only to give this emerging industry good development opportunities, but also to supervise, improve relevant laws and promote the more standardized growth of the industry.

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CRIMINAL PSYCHOLOGICAL MOTIVATION OF ANTISOCIAL PERSONALITY MINORS IN CRIMINAL LAW

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Background: The juvenile social investigation system is a special system to analyze the reasons why minors embark on the road of crime according to their performance before and after crime, especially their growth background, family status, social relations and educational experience, so as to make their criminal responsibility more conducive to their education and transformation, so as to facilitate their return to society. Therefore, for the investigation report formed by this investigation, the people’s court will take it as an important reference for sentencing in the process of judicial adjudication, so as to make the administration of justice to minors more in line with the characteristics of minors and realize justice under the special premise. At present, China’s juvenile criminal social investigation system is still in its infancy, and there are still many imperfections. For example, the subject, content, procedure and application of the investigation are still rough and arbitrary. Therefore, in practice, the function of the juvenile criminal social investigation system has not been brought into full play, and there are still many cases that are mere formality or the investigation is not accurate enough. In order to enhance the scientific and accuracy of social investigation results and strengthen the neutrality and professionalism of investigation activities, it is necessary to further improve China’s juvenile criminal social investigation system on the basis of learning from the relevant systems of other countries. Therefore, it should be carried out from the following aspects: First, through improving legislation, further clarify the subject of social investigation and improve the supervision mechanism of social investigation. Secondly, we should accurately define the attributes of social investigation reports, establish fair and impartial investigation procedures, and ensure the legitimate rights and interests of minors. Finally, we should improve the social investigation report system, increase the

supervision and review mechanism, the confidentiality system of investigation work, and the post evaluation system of social investigation, so as to make China's juvenile criminal social investigation system more scientific, fair and rational.

Objective: Minors are not mature in mind and lack the ability to make correct judgments. In the case of juvenile delinquency, many crimes are committed on impulse. Therefore, it is more conducive to reduce their crime rate to carry out law popularization education and formulate reform plans for minors. When making reform plans for minors involved in crime, we should refer to the causes of crime and growth environment of minors involved in crime, and formulate implementable and targeted educational reform plans. Therefore, the social investigation report system should have the characteristics of authenticity, objectivity and professionalism, so as to provide reference for judges and protect minors' human rights.

Subjects and methods: Taking 100 prisoners in a provincial juvenile detention center as the survey object, 100 questionnaires were actually issued, 100 were recovered, and 100 were valid. The questionnaire includes five parts: general items, crime and mistake, psychological status before crime, the possibility of rescue before crime and the methods provided by the offender to effectively prevent crime. First explain the filling method to the offender. After the minor prisoner fills in, he takes back the questionnaire. The average filling time is about 1.5 h. SPSS 17.0 software was used to count the questionnaire results.

Results: The survey results of psychological state before crime are shown in Table 1.

Table 1. Criminal psychological state of antisocial personality minors in criminal law

| Psychological characteristics before crime | Irritable, impulsive, excited | Fear, tension | Disorder, helplessness, worry, irritability | Resentful or cruel | Other |
|--|-------------------------------|---------------|---|--------------------|-------|
| Proportion of people / % | 25 | 11 | 26 | 17 | 21 |

It can be seen from Table 1 that the psychology of minors before committing a crime is in an unbalanced state. Other performance characteristics are shown in the following results:

(1) Age of crime and education level: Among the 100 people surveyed in this survey, 12% are aged 7-15 and 88% are aged 15-17. Among the 100 criminals, 5% had primary and secondary school education, 79% had junior middle school education, 11% had senior high school education and 5% had technical secondary school education. This suggests that the proportion of crimes in junior middle school is the highest.

(2) Education level of parents: Illiteracy accounts for 4%, primary school accounts for 24%, junior middle school accounts for 37%, senior high school accounts for 19%, junior college accounts for 15%, and university and above account for 1%. This suggests that the proportion of children who have low educational background is high.

(3) Nature of crime: Robbery 33%, theft 32%, homicide and injury 22%, rape 13%. It is suggested that juvenile crimes are mainly robbery and theft.

(4) The time from upset to criminal motivation: 38% within 1 day, 25% within 1 week, 18% from 1 week to 1 month, 11% from 1 to 12 months and 8% over 12 months. The above tips, from upset to criminal motivation, account for more than 50% within one week. Before committing a crime, people who are not calm account for the majority. Usually, paying attention to upset students and timely psychological counseling are important measures to prevent crime. It is of great value to study the characteristics of psychological disturbance before crime.

Conclusions: Among the various types of personality disorders, antisocial personality disorder is the most valued by psychologists and psychopathologists. This kind of personality causes the most illegal and criminal acts in society, and 1/3 - 2/3 of the prisoners who have committed repeated crimes of the same nature, serious crimes or bad circumstances belong to this type of personality disorder. Therefore, strengthening the research on the prevention and treatment of antisocial personality disorder is of great significance to promote the safe, stable and healthy development of minors. According to the psychological characteristics of soldiers with antisocial personality disorder, create corresponding experience situations and training contents, with the help of a variety of stimulation means, guide minors to independently complete a series of explicit behavior actions, adjust and improve their psychological state, and establish a positive and stable cognitive model and behavior coping model. In the process of minors completing a series of actions, they should timely correct their bad behaviors and strengthen their random good behaviors such as thinking, communication, cooperation and mutual assistance, calm, overcoming difficulties and being brave in creation. By constantly correcting bad behavior and repeatedly strengthening good behavior, we can change the psychological state and behavior mode of minors.

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ONLINE TEACHING MODE OF PHYSICAL EDUCATION THEORY IN HIGHER VOCATIONAL COLLEGES BASED ON COGNITIVE PSYCHOLOGY

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Background: According to the theory of cognitive psychology, the process of human acquiring knowledge and skills includes three processes: information input, information storage and processing, information extraction and application. The core idea of modern cognitive psychology is that man is an information processing system. The characteristic of the system is to use symbolic form to represent things in the external environment or internal operation process. The system can process the external environment and its own operation process. Starting from this basic theoretical framework, cognitive psychology is to study the laws, characteristics and essence of various information processing processes of human information processing system, so as to deepen our understanding and understanding of human perception, memory, thinking and other activities, and then use the achievements in this field to give better play to human ability to understand the world. Modern cognitive psychology emphasizes the study of human internal cognitive process, and its basic idea also highlights its fundamental view that it compares the human brain with the computer and regards the human brain as an information processing system similar to the computer. The student training goal of higher vocational colleges is different from that of primary and secondary school students to strengthen basic knowledge, cultivate basic skills and take entering a higher school as the main purpose, and it is also different from that of undergraduate colleges to cultivate research talents. The main purpose of teaching in higher vocational colleges is to enable students to obtain the practical ability (including skills and knowledge) required by a specific occupation or occupational group, so that they will become high skilled applied talents in the front line of social and industrial development in the future. For this purpose, the classroom teaching mode of higher vocational colleges should also be different from that of primary and secondary schools and undergraduate education. On the basis of knowledge transfer, we should mainly highlight the training of practical skills. Even in the teaching of physical education, we should design and organize teaching by highlighting practical skills.

Objective: Due to the different training objectives and educational objects, the classroom teaching of higher vocational education cannot be imitated mechanically. There are more researches on high-efficiency classroom in higher vocational education focusing on specific disciplines, and there are few researches on constructing a universal high-efficiency classroom teaching model based on psychological theory. In order to explore the efficient model of classroom physical education theory teaching in higher vocational colleges, it is important to reflect on the classroom teaching form of specific courses at a certain height, and to summarize the efficient classroom teaching model with guiding significance. Based on the theory of modern cognitive psychology, this study discusses this problem and studies the online teaching mode of physical education theory in higher vocational colleges.

Subjects and methods: 100 college students in a higher vocational college were selected to conduct online teaching of physical education theory in Higher vocational colleges by using cognitive psychology theory for 3 months. After the experiment, the students were asked to fill in the questionnaire. The self-made psychological state self-assessment form was mainly used for evaluation, including 35 questions. The time for filling in the questionnaire was controlled within 30-60 mins, and the students' satisfaction with physical education theory teaching was counted. The psychological state of students is counted by Excel, and summarized, recorded and archived.

Results: The current higher vocational education is developing rapidly, and the scale of students is becoming larger and larger. In particular, many higher vocational colleges have new campuses, most teachers do not live in the new campuses, and there is less and less direct communication between teachers and students. In the online teaching classroom of physical education theory based on cognitive psychology, teachers and students can understand each other's dynamics in time by paying attention to each other (that is, becoming followers of each other). Students can feed back their learning questions and suggestions on the course to teachers in time. Teachers can also timely understand students' learning situation, from which they can have a deeper understanding of students' attitude towards learning, learning behavior, cognitive level and application ability, and constantly reflect on their own educational views and teaching methods, so as to summarize a set of teaching mode more suitable for students' situation, so as to achieve a win-win situation between teaching and learning. And this interaction is not limited to learning, but also in life. In