

under the guidance of consumer psychology, in order to further strengthen the development of network marketing, we should solve the problems of network marketing of agricultural products at this stage by scientific countermeasures, and then greatly enhance the level of network marketing of agricultural products.

Table 1: Influence of marketing strategies of characteristic agricultural products on consumer psychology

Factor	Raise the awareness of network marketing	Strengthen network infrastructure	Improve the logistics distribution system	Strengthen the brand building of characteristic agricultural products
Audience	3	4	4	4

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EFFECT OF PHYSICAL EXERCISE ON DEPRESSION AND ANXIETY SYMPTOMS

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Background: Anxiety disorder, also known as anxiety neurosis, is the most common of neurosis, which is characterized by the experience of anxiety. Anxiety is a relatively good treatment of neurosis, better prognosis of the disease. Psychotherapy and medication are commonly used. Psychotherapy means that clinicians establish a good doctor-patient relationship through verbal or nonverbal communication, apply the professional knowledge of psychology and medicine, and guide and help patients to change their behavioral habits and cognitive coping styles. Drug treatment is a temporary cure, psychological treatment is a permanent cure, both are indispensable. Medication can have side effects, so there is psychotherapy biofeedback therapy for anxiety disorders, relaxation therapy, music therapy and sports therapy. Medical gymnastics is the most commonly used method of exercise therapy. It can be trained according to the required movement mode, speed, range of movement, coordination and muscle strength. Medical gymnastics can be systemic, local, or a combination of systemic and local. Apparatus may be used in medical gymnastics and may also be unarmed. Divided into active movement, that is, the use of patients themselves actively, passive movement is the use of external forces to increase the range of motion and muscle strength joints. External forces include the healthy side of the body, the strength of others or the strength of the instrument. Medical gymnastics can be used to prevent diseases, to promote health, and to treat injuries and diseases. According to the characteristics, functional conditions and therapeutic purposes of diseases and injuries, appropriate medical gymnastics can be selected for training. You can choose different ways, such as muscle strength training, joint activity training, endurance training, relaxation training, breathing training, balance exercise and so on. About the movement quantity, the movement intensity, the movement scope, should according to the patient to the movement tolerance situation, promptly give the adjustment. Also, may carry on the training in stages according to the condition and the situation. Aerobic training is a kind of endurance training aiming at increasing the ability of breathing, transporting and using oxygen. It is also to improve aerobic metabolism of the body fitness methods. This kind of training method is simple, easy, the movement way is not high to the skill request, is easy to carry out, its movement way has walks, the gymnastics, the swimming, the bicycle, runs in situ, ascends the stairs, skips rope and so on.

Objective: In exercise therapy, the physiological load is determined by the intensity of exercise, the number of trainings, duration of each training, and the human body can self-monitoring training, so safe and effective. Generally, moderate endurance training has a good effect on cardiopulmonary function, can increase load, increase oxygen carrying capacity, and can improve aerobic catabolism and anabolism process, and can also increase muscle contractility. There are many methods of aerobic training, but the Cooper method is representative and can be used by people at all levels of training.

Subjects and methods: A total of 60 patients with depression and anxiety symptoms were randomly selected and divided into experimental group and control group, 30 in each group. There was no significant difference in general data such as sex, age and onset time between the two groups before the trial ($P > 0.05$), which could be compared, and all 60 patients volunteered to participate in the study.

Study design: The control group received routine rehabilitation treatment. The contents shall include: First, rectifying the cognition of patients, training and strengthening the cognition of patients with neurocognitive rectifying manual, the time shall be kept at 45 minutes, and shall be conducted four times a week. Second, behavioral training, including psychological counseling for patients, conscious guidance for

patients on how to express their demands, more communication with patients, and mobilization of patients' relatives and friends to talk with patients more. Third, life skill training, including training for patients to change clothes, trim fingernails, wash and make beds, etc. Experimental group in the control group based on the use of sports therapy. (1) The treatment room shall be spacious and comfortable, with soft light, indoor air circulation, and sound and lighting equipment. (2) The therapist is a nurse who has worked in clinical practice for many years and has basic knowledge of sports, psychology and psychiatry, and a psychiatrist who has worked in clinical practice for many years and has knowledge of sports therapy. (3) 30 min is one course of treatment five times a week for 60 min each time. First from raises patient's movement interest to obtain, from the passive movement treatment to the initiative movement treatment. (4) Assessment of scale: The authors evaluated the patients before and after treatment with BPRS (Brief Psychiatric Scale) and treated them statistically.

Methods: The statistical software SPSS 23.0 was used to analyze the observed data in both groups.

Results: The results of BPRS score before and after exercise treatment are shown in Table 1. From Table 1, we can see that there is a significant difference in total score and factor score of anxiety, depression and lack of activity ($P < 0.01$) between the patients before and after BPRS treatment by exercise therapy. There was no significant difference in thinking disorder and hostile suspicion ($P > 0.05$).

Table 1. Statistical processing results of BPRS scores

Project	Before treatment	After treatment	<i>P</i>
BPRS total score	25.42±9.54	18.07±7.45	<0.01
Thinking disorder	6.74±1.02	5.65±2.16	>0.05
Hostile suspicion	6.08±1.79	4.05±1.92	>0.05
Lack of vitality	9.15±3.63	7.01±2.54	<0.01
Anxiety and depression	6.14±2.25	4.76±1.65	<0.01

Conclusions: Exercise is a kind of activity involving physical strength and skills, which needs to be based on the physical practice, mobilize our body's motor function, to enhance physical strength and coordination of a way. It not only promotes the normal development of bodily functions but also cultivates our other abilities. Exercise also plays an important role in medical practice. Exercise can be used as an activity to exercise the various functions of our body, but also as a therapy to treat. The results showed that physical exercise had a positive effect on the treatment of depression and anxiety.

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PROBE INTO THE METHOD OF MENTAL SELF REGULATION OF DEPRESSIVE MENTAL ATHLETES

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Background: Depressive psychosis can be interpreted as depression, depression, pessimism, deviations from the understanding of social things, and death thought and behavior in order to end pain, suffering and confusion. Psychology of athletes is a general term for the psychological process, state of mind and psychological characteristics of an athlete. It is embodied in cognition, emotion, will process and anxiety, stress and so on. It is also embodied in the ability, temperament and character reflecting the needs, motives, beliefs and psychological characteristics of personality. The psychological phenomena of athletes are related to each other and constitute the psychological whole of athletes. It is an individual in a certain social and historical conditions, to the precondition of genetic quality, through sports training, competition and the corresponding social life formed and developed. It is embodied in cognition, emotion, will process and anxiety, stress and so on. It is also embodied in the ability, temperament and character reflecting the needs, motives, beliefs and psychological characteristics of personality. The psychological phenomena of athletes are related to each other and constitute the psychological whole of athletes. It is an individual in a certain social and historical conditions, to the precondition of genetic quality, through sports training, competition and the corresponding social life formed and developed. The research shows that the emergence and development of motor representation and all kinds of specialized sensation, such as ball sensation, water sensation, time sensation and mechanical sensation, are of great significance to the formation of motor skills and the improvement of technical level.