

of students' physical exercise participation and psychological pressure. The investigation deeply explored the role and influence of physical exercise on students' psychological stress level. This provides a scientific reference for improving the physical and mental health level of students. The main results are as follows: students have great psychological pressure, 60% are in the state of health risk pressure (i.e. excessive pressure), and 18% have psychological obstacles. Boys' psychological stress and mental health are significantly better than girls. Appropriate physical exercise can better alleviate the psychological pressure of students, and regular exercise 3-4 times a week has the best effect. The frequency and purpose of physical exercise have the greatest impact on students' psychological pressure. Through comparative analysis, it can be seen that the degree of psychological stress of students who often participate in sports is significantly lower than that of infrequent participants. The research shows that scientific exercise is helpful to improve the physical and mental health of students.

Key words: physical exercise - students' sports - mental health - level survey

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MENTAL HEALTH PROBLEMS AND COUNTERMEASURES OF STUDENTS UNDER THE BACKGROUND OF EPIDEMIC PREVENTION AND CONTROL

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The novel coronavirus pneumonia epidemic prevention and control are divided into 2 stages: emergency state and normalization stage. It is necessary to investigate the mental health status and gradual change of students at different stages. A cluster stratified random sampling method was used to investigate the mental health status of students in a region during the epidemic prevention and control period. In addition, an online survey was conducted on the situation of network teaching and learning effect. This paper analyzes the main reasons affecting students' mental health. The survey shows that 68% and 61.4% of students in the two stages of epidemic prevention and control said they were calm and moved. The proportion of positive emotions such as happiness increased, while the proportion of negative emotions such as fear, sadness, anger, anxiety, self blame and boredom decreased. Under the normalization of epidemic prevention and control, it is necessary to better guide students to objectively understand the situation of epidemic prevention and control. Help epidemic prevention areas to carry out differentiated psychological counseling services for students, implement effective mental health education for students, regularly live and rest, and experience positive emotions. Strengthen the connection with the outside world, especially deal with the close family relationship, so as to better improve the level of mental health.

Key words: novel coronavirus pneumonia - epidemic prevention and control - psychological counseling - emotional health

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AN ANALYSIS OF THE INFLUENCE OF E-COMMERCE ON CONSUMERS' PURCHASING PSYCHOLOGY AND BEHAVIOR

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With the rapid development of network and communication technology, the use of e-commerce to carry out marketing has gradually become the main means of enterprise operation and development. Consumers are the soul factor in e-commerce activities. If enterprises want to win the first place in e-

commerce competition, they must have a deep understanding of consumers' consumption psychology and behavior. This paper studies consumer psychology and behavior in e-commerce, and puts forward corresponding countermeasures and suggestions in order to help enterprises create better benefits in e-commerce marketing. The huge information processing ability of e-commerce system provides consumers with a means of choice. Consumers only need to sit at home, search and view on the Internet, and they can directly face the goods provided by all businesses on the Internet. An enterprise that is committed to improving consumer satisfaction and loyalty, showing concern for consumers and realizing quick response to customers' personalized needs is the most competitive enterprise.

Key words: Electronic Commerce - Consumer psychology - Behavior - Personalized demand

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THE INNOVATION OF SPECIAL EDUCATION METHODS BASED ON MENTAL HEALTH COUNSELING FOR DISABLED COLLEGE STUDENTS

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With the increasing protection of the rights of the disabled to receive education and work in China, more and more disabled students can enter the university campus. Disabled college students are a special vulnerable group in Colleges and universities. They have unique psychological characteristics and need special care. Therefore, colleges and universities should pay attention to the mental health education of disabled college students, which will also help to improve the psychological counseling ability and education level of counselors. In the face of students with hearing impairment, visual impairment and other defects, teachers should invest more care, establish a good relationship between teachers and students, and formulate targeted teaching methods in combination with the specific characteristics of each student. Gradually cultivate their self-confidence, effectively guide them according to their specific situation, make special students make greater progress and development, and realize the efficient teaching of special education in Colleges and universities. However, at the present stage, there are still various problems in the teaching methods of special education in Colleges and universities in our country. In view of this, the author discusses the innovative thinking of special education methods on mental health counseling for disabled college students.

Key words: disabled college students - mental health counseling - special education methods

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APPLICATION OF EMOTIONAL PSYCHOLOGY IN ART DESIGN COLOR

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As an important element of art design, color can achieve unexpected visual communication effect. In the color of art design, designers need to scientifically use emotional psychology on the basis of respecting the law of individual psychological growth and the operation law of objective things. From the perspective of psychology, this paper is committed to studying the emotional impact of different color coordination on people, as well as the use value, cultural value and aesthetic value produced by this impact. Through the detailed investigation, analysis and induction of a series of emotional reactions of different color cooperation, this paper comprehensively analyzes and summarizes the emotional psychological effects caused by different color cooperation. According to the positive and negative effects they bring, they carry out psychological reflection emotionally. At the same time, color matching is carried out according to different positive emotional psychological reflection or negative emotional psychological