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## THE INFLUENCE OF LEISURE SPORTS BASKETBALL TRAINING ON IMPROVING COLLEGE STUDENTS' PHYSICAL HEALTH LEVEL AND LEARNING ANXIETY

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**Background:** The modern development of science and technology not only brings convenience to people's life, but also indirectly reduces people's exercise. The convenience of the Internet has reduced the number of college students shopping in physical stores and eating in restaurants. Even many college students are addicted to the Internet. In addition to necessary activities, they are basically just staying in their dormitories, staying up late to surf the Internet and play games. In the long run, the physical health level of college students has seriously decreased and their body is in a sub-health state. If it continues, it may lead to sudden death or major diseases. In addition to the worrying physical health level of college students, the mental health status of college students also needs to be paid attention to. College students' learning anxiety is one of college students' psychological problems. After entering the university, many students do not adapt to the way of free learning in the university. Some students have weak autonomous learning ability, cannot keep up with the pace of teachers' teaching, and the learning effect is poor, resulting in learning anxiety. In the state of learning anxiety, there will be lax attention, unable to remember the learning knowledge and unclear learning ideas. Gradually, these students will become grumpy, reject learning, and even have physiological symptoms such as headaches and dizziness. Students with learning anxiety will panic about the exam. They will become nervous during the exam, and their palms will sweat. It is difficult to calm down, and sometimes their minds will be blank. There are two reasons for students' learning anxiety, which are divided into internal reasons and external reasons. Internal reasons, such as students' low self-confidence, strong desire for success, introverted personality, etc., external reasons come from academic pressure, fear of exams, pressure from parents and teachers, etc.

In view of the fact that college students spend their leisure time in their dormitories and have learning anxiety, leisure sports can be used to fill the leisure time of college students, which can not only exercise and improve the physical health level of college students, but also alleviate their emotions and reduce their learning anxiety. Among them, leisure sports refer to the use of leisure time for sports activities, so that the human body can be exercised and the emotion can be vented. Leisure sports include fitness, basketball training, aerobics and other sports. Therefore, according to the function of leisure sports, this paper studies the impact of leisure sports basketball training on Improving college students' physical health level and learning anxiety.

**Objective:** Through leisure sports basketball training, promote the metabolism of human function, improve the physical health level of college students, exercise the willpower of college students under unremitting basketball training, learn to unite and cooperate with classmates in group cooperation, and cultivate the spirit of collective righteousness. At the same time, let college students divert their attention and adjust their psychological status in the process of sports, so as to slowly reduce their learning anxiety. It can also improve students' sports personality, obtain success and satisfaction from leisure sports basketball training, and let them gradually fall in love with basketball training, so as to stick to it all the time.

**Research objects and methods:** The research objects are college students. Using data mining technology, 300 college students with learning anxiety were randomly selected from the student mental health database in the mental health consulting room of a college student, and their physical quality was in a sub-health state. According to the actual situation, these college students are divided into learning anxiety group, basketball training group, fitness group and aerobics group. In addition to normal teaching activities in the learning anxiety group, other groups carried out corresponding leisure sports, 2 class hours a week for one semester. During this period, the relevant experimental data were recorded, and the influencing factors were quantified by using grade 0-4 score. The higher the score, the greater the impact. SPSS software was used as data processing and statistical software to study the impact of leisure sports basketball training on Improving college students' physical health level and learning anxiety.

**Results:** Anxiety is a common psychological problem among college students' mental health problems, and learning anxiety belongs to one kind of anxiety. Due to personal character, low self-esteem, lack of learning ability and pressure brought by parents, college students have learning anxiety, and learning has become a painful thing for college students. In addition, unhealthy work and rest habits reduce the physical health level of college students. In order to improve college students' physical and mental health, leisure sports basketball training is carried out. After leisure sports, the classroom anxiety score of the basketball

training group is 1 point lower than that of the fitness group. The relevant results are shown in Table 1.

**Table 1.** Scoring of college students' learning anxiety after leisure sports

Group	Classroom anxiety	Test anxiety	Inattention
Learning anxiety group	4	4	4
Fitness group	2	2	1
Basketball training group	1	2	1
Aerobics group	2	1	2

**Conclusions:** Leisure sports basketball training can promote the metabolism of college students, help them improve their bad living habits, alleviate some negative emotions, such as learning anxiety, and improve the physical and mental health level of college students.

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## MOTIVATION OF NON-OSTENTATIOUS PSYCHOLOGY OF LUXURY CONSUMPTION POST-95S BASED ON THE OBSTACLE OF THINKING LOGIC

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**Background:** Thinking logic disorder belongs to cognitive disorder. If the description is more accurate, thinking logic disorder belongs to thinking disorder. Thinking logic barriers can be divided into four types: symbolic thinking, new words, logical fallacy thinking and sophistry thinking. In symbolic thinking, a person uses more common words and actions to express some meanings that ordinary people can't understand. Symbolic thinking shows the association barrier between image concept and abstract thinking. For example, schizophrenic patients wear clothes backwards. In the new works of words and expressions, patients will fuse and piece together some concepts, and create text symbols with special concepts. Most of this thinking logic disorder is juvenile schizophrenia. The logical fallacy thinking will appear logical oddity. Without logic, we can't find the basis of reasoning and understand this kind of thinking expression. Sophistry thinking belongs to the association barrier. The understanding of views is relatively vague and has no exact basis. It is just talking with confidence. The patient's relevant speech statements are far-fetched and will not accept other people's suggestions and criticisms.

With the rapid development of economy, people's living standards have been greatly improved, the capital investment of consumption has increased to a certain extent, and the proportion of luxury goods in the market has increased year by year. In luxury consumption, there is a situation of "showing off wealth", and the purchased luxury goods are displayed through the Internet, which is disgusted by morality. People's "hatred of wealth" is not only a simple resentment, but also a moral value judgment. This psychology belongs to symbolic thinking in the logical barrier of thinking. And in the process of the continuous development of luxury consumption, there is a symbolic trend of luxury, that is, luxury can reflect social status, which is still the performance of symbolic thinking. However, with the passage of time, the luxury consumption post-95s gradually tend to be rational, and the impulsive consumption behavior gradually decreases. In view of this, under the obstacle of thinking logic, this paper studies the motivation of the non-conspicuous psychology of luxury consumption post-95s.

**Objective:** To understand the performance of consumers with thinking logic disorder in luxury goods, and to study the relationship between non-ostentatious consumption of luxury goods and self-realization needs. This paper makes a specific analysis of the motivation of non-conspicuous consumption psychology, studies the relationship between non-conspicuous consumption psychology and four motives: quality follow, cultural identity, group ownership and risk avoidance, and understanding the impact of each factor on it. This paper makes a specific analysis on the motivation of non-conspicuous psychology of luxury consumption post-95s, and understands the relationship between education level, family income level, occupation, habitual residence, gender and conspicuous degree.

**Research objects and methods:** The research objects are post-95s social people who consume in high-end luxury places. 210 post-95s social personages who consume luxury goods were randomly selected from five major luxury stores in a city understand the luxury consumption experience of these social people, record their occupation, education level, gender, family income and other relevant personal information,