

obstacles seriously affect the application rate of big data and cloud computing in the Internet of things, seriously hinder the normal development of colleges and universities, and in the application of thinking obstacle treatment scheme. The number of students with thinking disabilities in colleges and universities is decreasing, and the application rate of big data and cloud computing in the Internet of things is increasing. In daily education, colleges and universities need to always pay attention to the problem of students' thinking obstacles, and put forward treatment plans to alleviate students' thinking obstacles, which will not only help colleges and universities solve students' negative emotional problems, but also help colleges and universities develop at a high speed in the torrent of the times.

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THE DEVELOPMENT AND INNOVATION OF LEISURE SPORTS INDUSTRY IN HAINAN FREE TRADE PORT FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is a psychological science that studies the communication psychology among social individuals, groups and organizations. In social development, coastal areas have adopted leisure sports and cultural tourism, emphasizing the use of social communication to promote cultural communication and achieve the purpose of regional development. In social psychology, social representation is the guarantee that determines the development of social communication. According to the research content of social psychology, social representation can help individuals have a clearer understanding ability in social communication. In addition, social psychology shows that social representation can help the specific analysis of a specific phenomenon in social communication and increase the ability of communication and interaction between societies. On the other hand, social psychology believes that the discourse sharing of social representation provides a development background for regional development and enables all sectors of society to communicate effectively. For leisure sports and cultural tourism in coastal areas, tourists are eager to participate in leisure sports, and the tourism industry is eager for tourists to participate in the consumption of leisure sports. There is a certain social relationship between them, that is, tourists, get corresponding services with social consumption psychology, while tourism obtains corresponding consumption with social service psychology. According to social psychology, tourism and tourists complement each other and reach a certain agreement in social communication.

The proposal of Hainan free trade port has greatly improved the economic development of Hainan. At the same time, with the support of policies, Hainan free trade port continues to carry out various tourism projects, among which leisure sports, as an important development industry, has gradually attracted the attention of the broad masses of the people. Hainan has gathered people from all directions. Different cultures have become unique and distinctive urban logo in China. On this basis, it has gradually become a tourist destination for Chinese people. With the support of economic development and tourism development, leisure sports have brought new opportunities and challenges to the local area. There are significant differences between leisure sports and conventional sports. Conventional sports emphasize helping people improve their physical quality and enhance their personal physical performance. The main purpose of leisure sports is to help people understand the local cultural customs and achieve the purpose of leisure and entertainment through sports. In the development of tourism, the social effect brought by social psychology cannot be ignored. Therefore, from the perspective of social psychology, this paper analyzes the development ways of leisure sports industry in Hainan free trade port, so as to provide theoretical support for China's economic development.

Objective: Explore the development status of leisure sports industry in Hainan free trade port, analyze the role of leisure sports culture tourism industry in Hainan's economic development, analyze the impact of social psychology on the development of leisure sports industry in Hainan free trade port, and explore the future development direction of leisure sports industry in Hainan free trade port.

Study design: Using the method of literature, this paper collects the development status of the leisure sports industry in Hainan free trade port, analyzes the changes of social and psychological activities in the

development of leisure sports industry in Hainan free trade port, and puts forward the development direction of the tourism industry to promote the development of leisure sports industry in Hainan free trade port. Statistics on the psychological changes of tourists in Hainan free trade port and the psychological impact of leisure industry on Hainan free trade port in 2021.

Results: The correlation coefficient of tourists' social psychology in the development of the leisure sports industry in Hainan free trade port is shown in Table 1. Table 1 shows that tourists' self-cognition and social cognition have a significant impact on the safety, efficiency, characteristics and personalized satisfaction in the development of the leisure sports industry in Hainan free trade port.

Table 1. The influence of tourists' social psychology on the development of leisure sports industry in Hainan free trade port

Content	Security	Efficiency	Characteristics	Personalized satisfaction
Self cognition	0.572	0.425	0.616	0.497
Social cognition	0.499	0.366	0.378	0.445

Conclusions: Hainan free trade port leisure sports industry is one of the important policies in China's economic development policy. How to realize the rapid development and innovation of Hainan free trade port leisure sports industry is a problem that needs to be solved for social development. Starting from the perspective of social psychology, this paper analyzes the impact of tourists' social psychology on the development of leisure sports industry in Hainan free trade port. The results show that tourists' self-cognition and social cognition have a significant impact on the development of leisure sports industry in Hainan free trade port. Therefore, in the process of social and economic development, we need to focus on the role of social psychology, and use social psychology to provide innovative direction for economic development. On the premise of meeting the basic needs of tourists, it can help to increase the rate of China's economic development.

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ON THE NATIONAL CULTURAL CONNOTATION AND POETIC CHARM OF IMAGE OIL PAINTING FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

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Background: Color around people, in all aspects of life can reflect its role, but also continue to affect people's daily life. Some psychological studies have pointed out that the existence of color can affect people's emotions, make people feel excited or excited, and make people feel stressed or happy. And some studies have deeply understood that people's mental health and behavior are largely affected by color balance. Color tends to be basically balanced, and people's psychological satisfaction is more sufficient. When people face unbalanced colors, they will have anxious psychological emotions. In addition, some color psychologists believe that the color stimulation generated in social activities will affect individual emotions, which is mainly reflected in paintings. With the deepening of research, the importance of color psychology has not been improved, and has gradually evolved into an important discipline in higher education. At the visual level, psychology believes that the symbolism and association of color bring unique sensory stimulation to individuals, so it can also bring a variety of emotional expression to individuals and induce stronger emotional language. Therefore, from the perspective of color psychology, more and more studies apply it to the analysis of the emotional content of paintings.

It is clear that in college teaching, art course is a very important course, which can cultivate students' aesthetic psychology in art teaching. In art teaching, the cultural connotation of image oil painting is stronger. Image oil painting is a work created by artists under the influence of Chinese culture. It is based on the life experience of the development of Chinese culture. The color and content in the work have unique characteristics. The external expression of image oil painting has its own unique characteristics. There are significant differences between image oil painting and other art forms such as abstract oil painting. Image oil painting changes with the changes of artists' aesthetic taste and cultural spirit, and will be constantly