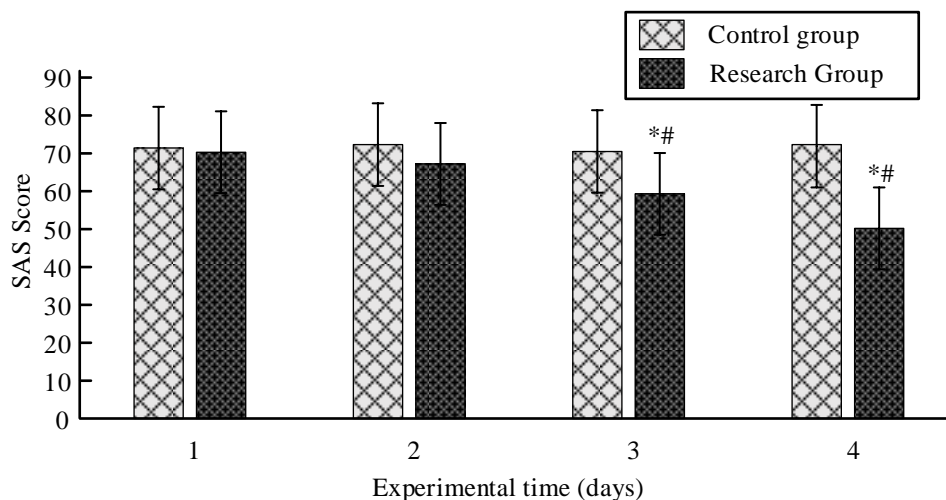


Research objects and methods: 200 cross-border e-commerce consumers with affective disorders were selected as the research objects, and Wechsler Memory Scale (WMS) was used to evaluate consumers' cognitive ability. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the mental health status of consumers.

Research design: Using the random number table method, 200 cross-border e-commerce consumers with affective disorders were randomly divided into two groups: the research group and the control group, with 100 people in each group. For the consumers in the research group, the cross-border e-commerce development innovation model constructed by the research is adopted for shopping. Consumers in the control group used the traditional cross-border e-commerce development model for shopping. After a period of time, the degree of affective disorder and mental health status of the two groups were compared.

Methods: The corresponding data were processed and calculated by software SPSS22.0.

Results: The anxiety level of consumers in the study group decreased significantly and was significantly lower than that in the control group ($P < 0.05$). The changes in the anxiety level of consumers in the two groups are shown in Figure 1.



Note: * means $P < 0.05$ compared with that before the test; # It means that compared with the control group at the same time, $P < 0.05$.

Figure 1. Changes in the degree of anxiety of consumers in the two groups

Conclusions: Affective disorder, also known as mood disorder, is a disease with long-term, serious emotional or mood changes caused by various reasons. The current cross-border e-commerce development model does not take into account patients with affective disorders, and the degree of humanistic care is not enough. The research proposes strategies based on consumer psychology to innovate the development model of cross-border e-commerce, so as to avoid consumers falling into choice anxiety to the greatest extent, alleviate consumers' emotional mental disorders, reflect humanistic care and jointly build a harmonious society. The experimental results showed that the anxiety level of consumers in the study group decreased significantly and was significantly lower than that in the control group ($P < 0.05$).

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THE INFLUENCING FACTORS OF YOUTH TENNIS GAME SIMULATION SYSTEM ON COMPETITION PSYCHOLOGICAL STABILITY

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Background: In tennis competition, athletes often need to carry out a lot of physical consumption. Not only that, the competition process is also the consumption process of athletes' psychological energy. Especially for young athletes, their psychology is in the stage of continuous development and improvement, and their psychological quality is still unstable. If they lack appropriate psychological counseling and psychological training in the process of participating in the competition, their competition psychological stability is likely to be affected with the enhancement of external psychological stimulation factors in the

difficult competition environment, causing teenagers to form competition psychological barriers. The common psychological disorders of teenagers' competition stability include competition motivation disorder, tension and anxiety disorder, competition activation disorder, psychological saturation disorder and competition aggression disorder. Competition motivation barrier refers to the phenomenon that young athletes, affected by competition results, think that their achievements are not proportional to their efforts, which leads to the reduction of competition initiative and inability to devote themselves to the competition. Tension and anxiety disorder refers to that the psychological anxiety of young athletes during the competition is greater than the appropriate degree to improve their enthusiasm, which leads to psychogenic physiological phenomena such as uncontrolled body, nausea and nausea, which seriously affects the physical and mental health of young athletes. It refers to the psychological disorder caused by the failure of teenagers to activate themselves during the competition, which leads to the psychological disorder of teenagers before the competition. Psychological saturation disorder refers to the psychological reaction force that hinders the competition because the psychological fatigue of young athletes cannot be effectively alleviated due to long-term physical and psychological pay. Competition attack disorder refers to the psychology of young athletes is easily affected by the high-intensity antagonistic hint in the tennis court, which leads to teenagers' aggressive behavior outside the court. In view of the above obstacles of competition psychological stability, young tennis players can solve them by increasing their competition experience, adapting to the feeling of the field and balancing the competition form. By using the tennis competition simulation system, young tennis players can provide a platform to increase competition psychological experience, so as to achieve the effect of stabilizing their mentality.

Objective: This study increases the competition psychological experience of young tennis players by using the tennis competition simulation system, so as to improve the psychological stability of young tennis players.

Subjects and methods: This study combines the K-means clustering algorithm with the simulation comparison experiment, clusters the young athletes with different characteristics, lays the foundation for the comparison experiment, and analyzes the effect of the simulation competition system on different types of teenagers in the comparison experiment.

Study design: This study uses K-means clustering algorithm to classify the unstable psychological characteristics of young tennis players in the competition process, and adopts the way of simulation experiment to conduct simulation system competition experiments on young people with different unstable psychological characteristics, The psychological effects of tennis match simulation experiment on teenagers with different psychological characteristics were compared and analyzed.

Methods: In this study, computer-based algorithm clustering is used, and excel is used for comparative experimental data statistics and analysis. In this study, computer degree algorithm clustering is used, and excel is used for comparative experimental data statistics and analysis. At the same time, this study adopts the five-level quantitative method for quantitative analysis in the analysis of impact degree. The higher the quantitative level is, the more significant the impact degree is.

Results: The impression of simulated tennis matches on teenagers with different stability disorders is shown in Figure 1.

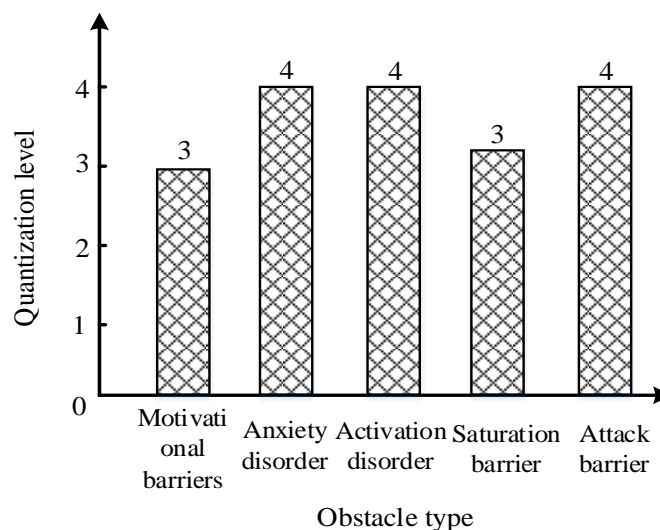


Figure 1. Psychological cognitive performance of patients

As shown in Figure 1, it can be seen that the positive impact of simulated tennis competition on tension and anxiety disorder, activation disorder and aggression disorder is more significant, reaching level 4 of the quantitative level, and the positive impact on competition motivation disorder and psychological saturation disorder is obvious, but not significant, only reaching level 3 of the quantitative levels shown in Figure 1, it can be seen that the simulated tennis game has a significant positive impact on three aspects: tension and anxiety disorder, activation disorder and aggression disorder, and has a significant but not significant positive impact on competition motivation disorder and psychological saturation disorder.

Conclusions: Teenagers are in a period of psychological growth, and the psychological response mechanism to strong external stimuli is not perfect. In this study, the competition psychological stability of young athletes in tennis competition is analyzed, and the tennis competition simulation system is applied to the daily training of young athletes. The results show that the system has significant effects on the tension and anxiety disorder, activation disorder the three types of aggressive disorder have a significant impact, and the positive impact on competition motivation disorder and psychological saturation disorder is also obvious. It can be seen that tennis competition simulation system can effectively improve teenagers' competition psychological experience, help teenagers improve competition psychology and improve their comprehensive quality

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PROFESSIONAL DEVELOPMENT OF ESP ENGLISH TEACHERS IN CHINESE COLLEGES AND UNIVERSITIES BASED ON EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology takes the psychological activities of students in the process of education as the main research content, and the main basis in the research process is the psychological law of students. The use of language itself is a psychological phenomenon, and the process of using language is the process of psychological activities. Educational psychology advocates those students and teachers in the teaching process should be studied as a separate whole, rather than individual psychology should be divided into independent parts with weak correlation. Educational psychology highlights the influence and role of psychology and emotion in teaching activities, and believes that there is a close interaction between teachers and students in the teaching process. In the effective teaching of educational psychology, teachers will actively contact with students, and give students a positive impact on cognitive behavior and emotional behavior in the learning process. This concept of educational psychology can be extended to that the educational relationship is a psychological relationship between teachers and students before it is a behavioral relationship. In order to ensure the efficiency and positive of this relationship, it is not enough to only pay attention to the students, but also give more psychological attention to the teachers, because teachers grasp the psychological dominance to a great extent in the teaching process. Teachers' love for work, their sense of responsibility to students, their noble ideological and moral character and personal charm will have a positive impact on students. This study takes Chinese college ESP English teachers as the key focus in the teaching relationship, and judges the quality of college ESP English teaching by paying attention to the self-development of Chinese college ESP English teachers in the teaching process. By paying attention to college ESP English teachers and taking teachers' professional development direction and strategy as the development direction and strategy of teaching relationship, this paper will help college ESP English majors improve their teaching level and indirectly improve the learning effect of ESP English majors.

Objective: This study takes educational psychology as the theoretical basis, judges the teaching quality brought by a teaching relationship by paying attention to the professional development of teachers in the teaching relationship, and indirectly improves the ESP English teaching effect and students' learning experience by providing directions and strategies for the professional development of ESP English teachers.

Subjects and methods: This study combines the field survey method, BP neural network and importance analysis method to study which psychological elements are more conducive to the professional development of ESP English which elements are more conducive to the efficiency of teaching relations in the teaching