

EVALUATION AND ANALYSIS OF MENTAL HEALTH EDUCATION EFFECT OF PRESCHOOL CHILDREN IN PRESCHOOL EDUCATION STAGE

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Background: Children's psychology is extremely sensitive. When there are problems in parents' or family education, they blindly emphasize "discipline" and lack family communication and care, children will fall into alienation dilemma, and may have autism, inferiority and other psychology, which will affect children's health and growth. In addition to the family environment, improper ways of getting along with partners and abnormal communication are easy to cause abnormal mental health of children, leading to psychological diseases such as anxiety and depression. Children's psychology is very sensitive, their mind has not yet developed, and they can't correctly face all kinds of negative emotions. In this case, the long-term backlog of negative emotions such as anxiety and depression will lead to children's silence, refuse to communicate, suffer from childhood diseases such as autism, and have a negative impact on children's growth. Therefore, we need to find an appropriate way to strengthen mental health education, so as to help children improve their mind, alleviate children's anxiety and improve children's mental health level.

School psychology is a kind of applied psychology and the application of psychology in school education practice. The main research content of school psychology is to scientifically and reasonably evaluate the students' mental health level and the school's psychological education level, improve the teaching mode according to the evaluation results, and carry out psychological intervention on students. School psychology plays a good role in correcting and alleviating students' emotional disorders, personality disorders and other mental diseases. Therefore, based on school psychology, the research analyzes the psychological change law and behavior mode of preschool children, and then improves and perfects the mental health education in preschool education, so as to strengthen the mental health education in preschool education, alleviate children's anxiety and improve children's mental health level.

Objective: The long-term backlog of negative emotions such as anxiety and depression will lead to children's silence, refuse to communicate, suffer from childhood diseases such as autism, and have a negative impact on children's growth. Therefore, we need to find an appropriate way to strengthen mental health education, so as to help children improve their mind, alleviate children's anxiety and improve children's mental health level. Therefore, based on school psychology, the research analyzes the psychological change law and behavior mode of preschool children, and then improves and perfects the mental health education in preschool education, so as to strengthen the mental health education in preschool education, alleviate children's anxiety and improve children's mental health level.

Subjects and methods: 30 children with different psychological problems were selected from three preschool education institutions as the research objects. Using random number table method, 30 children were randomly divided into study group and control group, with 15 people in each group. Among them, the children in the study group were taught by the improved mental health education teaching mode based on school psychology, while the children in the control group were taught by the traditional mental health education teaching mode. After teaching for a period of time, the mental health status of the two groups of children was compared. Children's sleep habits questionnaire (CSHQ) was used to evaluate children's sleep problems. The changes of children's social ability were evaluated by the number of physical contacts, eye contact and dialogue during the treatment. Children's anxiety was assessed by Symptom Checklist 90 (SCL-90), and children's psychological stress was assessed by stress perception scale (Chinese version) (CPSS).

Results: After teaching for a period of time, the anxiety level of children in the study group was significantly lower than that of children in the control group. The above results show that the improved teaching mode of mental health education based on school psychology can significantly improve the teaching effect of mental health education, so as to alleviate children's negative emotions, solve children's various psychological problems and improve children's mental health level. After the intervention, the CSHQ scores of children in the study group were significantly higher than those in the control group ($P < 0.05$). The CSHQ scores of the two groups are shown in Table 1.

Conclusions: Children's psychology is very sensitive. Their mind has not yet developed and can't correctly face all kinds of negative emotions. In this case, the long-term backlog of negative emotions such as anxiety and depression will lead to children's silence, refuse to communicate, suffer from childhood diseases such as autism, and have a negative impact on children's growth. Based on school psychology, the research analyzes the psychological change law and behavior mode of preschool children, and then improves and perfects the mental health education in preschool education, so as to strengthen the mental health education in preschool education. The experimental results show that after teaching for a period of time, the anxiety level of children in the study group is significantly lower than that of children in the

control group. The above results show that the improved teaching mode of mental health education based on school psychology can significantly improve the teaching effect of mental health education, so as to alleviate children's negative emotions, solve children's various psychological problems and improve children's mental health level.

Table 1. CSHQ scores of children in the two groups

Project	Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Sleep impedance	12.0±3.1	9.2±1.5	4.124	0.001
Sleep delay	1.9±0.7	0.8±0.5	5.131	0.001
Sleep duration	5.1±1.8	3.3±1.2	4.451	0.001
Sleep anxiety	6.9±1.8	5.6±1.2	3.153	0.001
Wake up at night	4.3±1.7	3.6±1.0	2.524	0.001
Abnormal sleep	9.7±3.1	7.8±1.2	4.135	0.001
Sleep disordered breathing	4.2±1.5	3.1±0.6	2.517	0.001
Daytime sleepiness	13.0±3.1	10.3±0.5	3.852	0.001
CSHQ total score	52.3±8.1	40.9±5.4	6.753	0.001

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ANALYSIS OF THE IMPACT OF CROSS-BORDER E-COMMERCE MODEL INNOVATION ON CONSUMERS' ANXIETY FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Through e-commerce, consumers can realize various business, transaction and financial activities such as online shopping, online transactions between merchants, and online electronic payment. In the context of economic globalization, the regional restrictions on consumption have also been broken, and cross-border e-commerce retail imports are increasingly favored by consumers and investors. With the continuous development of cross-border e-commerce industry, many cross-border e-commerce platforms provide a large number of products, and many of them have similar functions, appearance and price. This leads to some consumers' choice anxiety, which leads to irritable psychology, reduces consumption desire and makes it difficult to make purchase decisions. At the psychological level, anxiety refers to a negative emotion that includes irritability, anxiety, sadness, worry, tension, panic and uneasiness due to excessive worry about the life, safety and future of themselves or the people they care about. At the same time, anxiety is also an emotional symptom syndrome. According to the performance of patients, anxiety is divided into three types: mental anxiety, exercise anxiety and somatic anxiety. Choice anxiety is a typical mental anxiety, which will affect consumers' purchase decisions and reduce consumption desire, thus affecting the transaction volume of cross-border e-commerce and the development of China's market economy. Therefore, the cross-border e-commerce model urgently needs innovation.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, the research analyzes the psychological change law and behavior pattern of consumers in purchasing activities, and puts forward strategies to improve and innovate the cross-border e-commerce model. Building an innovative cross-border e-commerce model based on consumer psychology can effectively alleviate consumers' anxiety and improve the sales volume of cross-border e-commerce, which is of positive significance to the development of cross-border e-commerce industry and the development of China's market economy.

Objective: Many cross-border e-commerce platforms offer a wide range of products, and many of them have similar functions, appearance and prices. This leads to some consumers' choice anxiety, which leads to irritable psychology, reduces consumption desire and makes it difficult to make purchase decisions. Based