

ANALYSIS ON THE INFLUENCE OF PHYSICAL EDUCATION TEACHING ON STUDENTS' PSYCHOLOGICAL EMOTION REGULATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is an applied psychological discipline that combines pedagogical theory with psychological theory. Under the theory of educational psychology, students' educational content is no longer confined to simple knowledge education, but includes psychological education based on students' growth stage and real learning and living conditions. In the process of students' growth, with the growth of students' body, students' psychology will continue to mature. In this process, because students' own outlook on life and values have not been fully formed, they are extremely vulnerable to external ideas and form wrong ideas, which leads to some psychological and emotional obstacles. Educational psychology takes students' learning psychological law as the main application tool in the process of education. Its control over students' psychological state and psychological emotion regulation in the teaching process is also a necessary way to promote students' developmental learning and life. The negative events that students encounter in the learning process often have certain similarities with the negative events encountered in other behaviors. Therefore, in the learning process, the correct emotional feedback in the face of negative events is taught to students through words and deeds, which is more conducive to the development of students in other fields in the future. This psychological transfer learning is also more conducive to students to form their own transfer learning habits, Students' future self-learning ability and self-learning psychological development lay the foundation. This study takes physical education as the main carrier of educational psychology teaching, because students' physical and mental development is consistent. At the same time, individual behavior changes and psychological changes are also consistent. Through the form of physical education teaching, students' psychological changes can be affected from the perspective of behavior, so as to help students establish emotional counseling channels and form their own emotional regulation model.

Objective: This study combines educational psychology with students' psychological regulation education, and takes physical education as the application carrier, so as to explore whether the application of educational psychology in daily teaching has a positive effect on students' emotional regulation education, and strive to provide a path for improving students' mental health level and promoting the all-round development of students' psychological personality.

Subjects and methods: This study combines neural network algorithm with factor rotation method, and constructs the main research framework by means of teaching experiment. All the experimental data of the study come from the intervention experiment. The experiment is carried out in the form of improving the physical education teaching mode. The researchers will record the students' emotional state before and after the experiment. In order to explore the influence path of different psychological teaching factors on students' emotional regulation ability, the factor rotation method is used to analyze the influence of different factors. At the same time, according to different types of students, this paper studies the use of neural network algorithm for data classification and analysis. The data analysis process of the study is based on SPSS22.0 as the main analysis tool.

Results: The impact of different sports types on students' psychological state is shown in Table 1.

Table 1. Psychological scores of different types of physical exercise

Sports type		Ball game	Aerobic jogging	Dance class	Personal skills
Psychological score	Before intervention	31.4	35.7	32.4	31.8
	After intervention	45.3	41.2	44.3	39.7

As can be seen from Table 1, the students' psychological scores of ball games increased from 31.4 to 45.3, aerobic jogging from 35.7 to 41.2, dance sports from 32.4 to 44.3, and personal skill sports from 31.8 to 39.7. It can be seen that the four sports types have a positive impact on students' psychology, among which ball games have the greatest impact. This is because ball games are mostly reflected in the form of group cooperation and group confrontation. Group cooperation mode can help students establish psychological relief channels through their own communication with other students, and group confrontation mode can help students improve their emotional control ability.

Conclusions: In order to improve students' emotional regulation ability in the process of psychological

development, this study combines educational psychology with students' psychological regulation education, carries out psychological intervention experiments in the form of improving physical education teaching mode, and uses neural network algorithm and factor rotation method to analyze the research data. The results showed that the average psychological scores of students in ball games, aerobic jogging, dance and personal skill sports increased significantly, and the psychological scores of students in ball games increased the most, from 31.4 to 45.3. It can be seen that among all sports teaching types, ball games are the most conducive to students' emotional regulation. The economy and collectivity of ball games can provide students with an external environment to adjust their emotions, and then improve students' emotional regulation ability.

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INTEGRATION ANALYSIS OF BLOCKCHAIN FINANCE AND GOVERNMENT POVERTY ALLEVIATION STRATEGY FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is an important branch of psychology. It mainly studies the psychological phenomena and behavior laws of consumers in consumption activities, that is, the consumption behavior driven by the changes of psychological laws and individual psychological characteristics in the process of life and consumption. The learning contents of consumer psychology include the process of consumers' psychological activities and individual psychological characteristics, the psychological influencing factors of consumers' consumption behavior and consumer groups, consumption situation, commodity and product factors, and the relationship between marketing communication methods and consumer psychology. As the main body of consumption in the market economy, consumers' consumption behavior and consumption psychology are affected by multiple factors, such as personal preference, social trend, commodity price and service, economic level and psychological tolerance, and then show different behavior consumption trend and dynamic mechanism. The focus of consumer psychology includes consumer demand and behavior motivation. There are differences and deviations between subjective and objective factors, and the consumption demand and motivation of different groups are also different. Only after their basic consumption demand is met, consumers will seek higher-level and psychological needs. At the same time, consumption, as a kind of shopping behavior, should intervene and affect the psychological activities of both consumers, that is, mastering the psychological characteristics of consumers can guide consumers to produce consumption intention and desire, and consumers' consumption behavior will improve and adjust the psychological status of consumers to a certain extent. With the issuance and implementation of the documents of China's targeted poverty alleviation policies, various government departments have formulated poverty alleviation policies in combination with the local actual situation. The characteristics of heavy task, tight time and difficult poverty alleviation make the government need to use new technical means to improve the efficiency of targeted poverty alleviation. As a major innovation in the field of computer application, blockchain technology is studied and organically integrated with the government's entry into poverty alleviation from the perspective of consumer psychology, which can effectively give play to the accurate identification of poverty alleviation objects and the effective adjustment of poverty alleviation policies by blockchain finance, so as to reduce the negative emotions and psychological problems of government poverty alleviation workers in the process of poverty alleviation and improve their mental health level, Improve the happiness and trust of residents in poverty alleviation areas.

Objective: At present, although there are many financial poverty alleviation policies in China, they have little effect, and there are some problems in financial targeted poverty alleviation, such as difficult to identify the assistance objects, imperfect poverty alleviation service chain and lack of transparency in the use of funds. The irrational and difficult matching of technical means makes the government poverty alleviation workers have psychological problems such as poverty alleviation difficulties and anxiety, which further affects their mental health level. Therefore, the research explores the integration degree of blockchain technology and government poverty alleviation policies from the perspective of consumer psychology, trying to provide a new idea and countermeasures for staff poverty alleviation, reduce the generation of negative emotions in their work, and improve the happiness of residents in poverty alleviation