

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

areas.

Subjects and methods: Firstly, the research collects information about the poverty alleviation policies in poor areas of a province and the psychological status of government poverty alleviation workers, and then communicates with local residents through visits and telephone exchanges to understand their grasp of the poverty alleviation policies and the problems existing in the poverty alleviation process. Then, based on the collected information, with the help of relevant theories of consumer psychology and the causes of local poverty, this paper puts forward suggestions and methods to strengthen the integration of blockchain finance into the poverty alleviation policies of the local government, and shares the proposed method with the evaluation members of the group composed of special psychological experts, government poverty alleviation staff and representatives of poor residents to judge the effectiveness of the proposed method and revise and improve it. At the end of the experiment, the mental health self-assessment scale and related evaluation tools were used to collect data on the psychological status and negative emotions of poverty alleviation government staff before and after the experiment, and the feasibility of theoretical verification was carried out with the application of small test points integrating poverty alleviation policies, so as to collect the changes of psychological emotions and well-being of poor residents before and after the intervention. With Excel tools and SPSS22.0 statistical analysis tool to sort out and analyze the experimental data, and get the experimental results.

Results: The results show that this research method can effectively alleviate the negative emotions of government staff in poverty alleviation. Figure 1 shows the statistics of job anxiety scores of government poverty alleviation workers before and after the intervention.

The results in Figure 1 show that the job anxiety scores of government poverty alleviation workers before and after the intervention are 18.24 ± 0.25 and 9.16 ± 0.38 , and the difference in anxiety scores is 9, and the data before and after the experiment have significant statistical difference ($P < 0.05$).

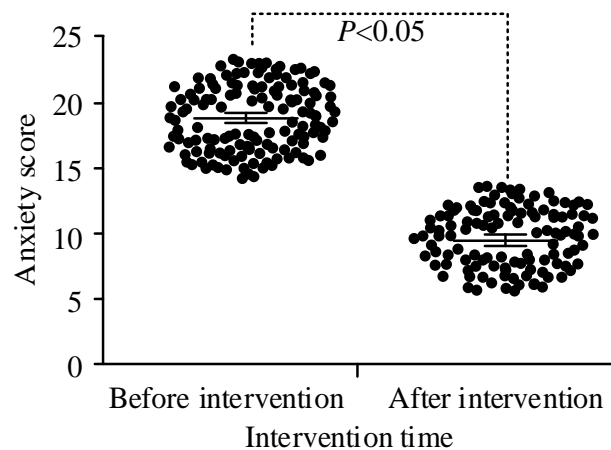


Figure 1. Statistics of job anxiety scores of government poverty alleviation workers before and after intervention

Conclusions: The characteristics of distributed data storage of blockchain itself can effectively realize the maintenance and supervision of poverty alleviation data by various subjects, and consumer psychology can effectively guide financial consumption behavior from the psychological characteristics and regular mechanism of consumers, so as to improve the quality and effectiveness of poverty alleviation and reduce the negative emotions and psychological problems of poverty alleviation workers. The results show that applying the relevant theories of consumer psychology to the integration of blockchain financial technology and government poverty alleviation policies can effectively grasp the relationship between consumption, finance and poverty alleviation, help government poverty alleviation workers think more about new ideas of poverty alleviation policies, and then improve their mental health level and ability.

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RESEARCH ON THE INFLUENCE OF NATIONAL MUSIC EDUCATION ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: The standard of mental health refers to that individuals have good psychological adjustment ability and emotional control ability, and can make better psychological response and state to the changes and stimuli of surrounding environmental differences. The specific performance is that they have strong self-awareness ability, peace of mind, stable and positive emotion, strong sense of happiness and purposeful and conscious behavior. Strong self-cognitive ability means that individuals can comprehensively, objectively and clearly evaluate their own advantages and disadvantages, and do not belittle themselves or complain about themselves due to external evaluation or frustration. Emotional stability and high sense of happiness enable individuals to deal with their own and their relationship with the surrounding environment with a positive and optimistic attitude towards life, and maintain a more harmonious interpersonal relationship. At the same time, different individuals show different psychological conditions in different stages, so the degree of mental health is also different. Mental health is easily affected by the differences of subjective and objective environment, cognitive level and external feedback mechanism. The quality of mental health status has a significant relationship with the individual's direct emotional expression, that is, if the individual is in negative emotion for a long time and cannot get timely and effective improvement and intervention, it will affect the mental health status, and the low mental status will aggravate his negative emotion and fall into a vicious cycle, causing great damage to the individual's physical and mental health.

As a high-quality group, college students are future builders and inheritors of human civilization. Their mental health status has an important correlation with their own growth and development and career planning. The renewal speed of science and technology, social competitive pressure, employment situation, economic burden, family factors, interpersonal and emotional factors will make a certain proportion of college students suffer from obvious complex and diverse psychological obstacles and diseases. It has seriously affected their mental health, and correspondingly generated negative emotions such as mental anxiety, depression, fear, resistance and so on, which has a great interference and impact on their study and life. The psychotherapy function of music is widely used in various fields. It is undeniable that music can not only bring spiritual pleasure, but also effectively help individuals correctly express their emotions, release pressure and stimulate their will. With its unique cultural charm and approachable lyrics and tunes, national music can make individuals have strong emotional experience and resonance, realize emotional regulation and cultivate good sentiment. Therefore, with the help of national music education, this study explores its impact mechanism on college students' mental health, in order to improve college students' mental health and reduce negative emotions.

Subjects and methods: By selecting 800 students from a university as the research object, this study first collects the basic information of their mental health status, including their emotional changes, psychological perception level and mental state in the last month, and makes statistics of the preliminary information with the help of mental health self-test scale and mood state scale. Then the research object will be intervened in national music education, that is, to intervene the research object with different forms and types of music education, and assist the relevant contents of psychology to build its improvement model according to the psychological status and problems of the research object. The experimental time was two months and the intervention time was twice a week, including ethnic music appreciation, ethnic music knowledge learning and ethnic music singing and listening training. After the experiment, the mental health status of the subjects before and after the experiment was statistically analyzed with the help of scale tools and statistical analysis tools. The Likert scale score is used to grade the impact degree of the impact score of the scale, that is, it is quantified by giving five integers of 1, 2, 3, 4 and 5 according to no impact, slight impact, general impact, obvious impact and full impact respectively. At the same time, in order to reduce the impact of the scale score on the experimental results due to the lack of data, the experimental data were averaged and presented in the form of mean \pm standard deviation.

Results: Ethnic music education can effectively adjust the individual's psychological status and emotional ups and downs in the form of sensory stimulating listening visual experience and participating in interactive music interaction, so as to make them appreciate and appreciate the emotions related to music works, so as to delight their body and mind, cultivate their sentiment and cultivate healthy psychological quality. Table 1 shows the scores of some mental health scales of the subjects before and after the intervention of national music education.

It can be seen from Table 1 that there is a large gap in the scores of the mental health scale of the research objects before and after the intervention of national music education. The scores of the research