

scientific evaluation standards and strengthen supervision, pay full attention to the psychological problems of teachers caused by professional title promotion, and help college teachers effectively alleviate and prevent anxiety.

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## THE POSITIVE VALUE OF PHYSICAL TRAINING MODE IN ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY UNDER BEHAVIORAL PSYCHOLOGY

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**Background:** Under the influence of the surrounding environment, people's actions arising from psychological needs are defined as behavior, and behavioral psychology studies the relationship and law between people's psychological activities and body behavior. It interacts and affects with the environment. The classical conditioning (strengthening, generalization, differentiation, regression and anti-conditioning) and operational conditioning (strengthening, punishment, regression and strengthening procedures) in behavioral psychology can effectively intervene people from the characteristics and laws of human behavior psychology. Among them, perception is an important content in behavioral psychology. Some scholars believe that human behavior response must be explained through cognitive process. Behavior has purpose orientation, and human internal behavior and external forces will have an important influence on external environment and things. Behavioral psychology focuses on the interdependence between people and things around them. From the perspective of psychology, it pays attention to people's internal psychological process, including the impact of environmental factors such as perception, cognition and learning on individuals. With the help of the action mechanism of external objective things, it can effectively adjust people's behavior and psychological emotion. College students who are in a critical period of physical and mental development are prone to psychological problems and negative emotions due to problems such as examination and employment, interpersonal communication and external objective things evaluation. As an anxiety disorder, psychological anxiety is characterized by the main anxiety emotional experience, which seriously affects the normal development of their life and learning activities, and it is difficult to deal with the changes of surrounding environmental things with a positive and optimistic attitude, and doubt their own value and behavior pursuit. Therefore, the research attempts to introduce behavioral psychology into the college sports training mode, give play to the regulating role of sports on students' individual emotion with the help of the improvement of sports training methods, alleviate students' psychological anxiety with the behavior strengthening mechanism, and promote the healthy development of their psychological status.

**Objective:** Psychological anxiety refers to the negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. It is dominated by anxiety. Its main clinical manifestations include panic disorder and physical symptoms of panic attack. The common treatment of psychological anxiety is mainly anti-anxiety drugs and psychotherapy, which will cause great damage to individual physical and mental health. Students with psychological anxiety will lose confidence in everything around them, and are easy to fall into emotional regulation obstacles and psychological difficulties. Therefore, in order to improve students' psychological anxiety, the research takes the sports training mode as the sports carrier, with the help of behavioral psychology theory, gives full play to the regulation of behavior mechanism on people's psychological emotion, and improves students' mental health and emotion regulation ability.

**Subjects and methods:** The research take the students with psychological anxiety in colleges and universities as the research object. Firstly, the degree and causes of their psychological anxiety are classified and the basic information is collected. Then the research objects were invited to participate in the sports training experiment. The sports training mode mainly includes static sports training and dynamic sports training, and they were randomly divided into intervention group and control group. The intervention group adopted the sports training mode under the guidance of behavioral psychology, and the conventional group adopted the regular sports training mode. The sports training mode under the guidance of behavioral psychology refers to a series of targeted action design in mastering and analyzing students' psychological anxiety. The experiment lasted for three months. After the experiment, with the help of Self-rating Anxiety Scale and statistical analysis tools, the data of the changes of psychological anxiety of the research objects were sorted, analyzed and statistically differentiated, so as to better explore the mitigation mechanism and positive impact of physical training mode under behavioral psychology on students' psychological anxiety.

**Results:** The psychological imbalance caused by the surrounding environment and the pressure and

burden brought by examination and employment will make college students have negative emotions and psychological anxiety. To intervene and alleviate them, we first need to improve students' recognition and affirmation of their own value. The experimental results show that the sports training mode under the guidance of behavioral psychology can effectively alleviate students' psychological anxiety and improve their emotional regulation ability. Table 1 shows the improvement scores of psychological anxieties of the research object under different sports training modes.

**Table 1.** The subjects' psychological anxiety improved scores under different sports training modes

Sports training mode	Static exercise training		Dynamic sports training	
	Before intervention	After intervention	Before intervention	After intervention
Intervention group	3.88	1.25	4.13	1.08
Control group	4.02	3.67	4.12	3.79

It can be seen from Table 1 that the psychological anxiety degree of the intervention group and the control group under the static training mode and dynamic training mode before the experimental intervention is high, there is not much difference in scores, and the scores basically fluctuate around 4 points. After the experiment, the psychological anxiety scores of the intervention group under the two training methods were 1.25 and 1.08, which were significantly lower than 3.67 and 3.79 of the control group. The above results show that the improvement of physical training mode and targeted intervention based on the psychological anxiety and change law of students can effectively mobilize individual emotional changes and alleviate their psychological anxiety with behavioral activities.

**Conclusions:** Behavioral psychology can effectively help individuals pay attention to their internalized emotions and values, and reduce the generation of negative emotions and bad psychological problems. As the main force of the construction of the new era, it is very important for college students to pay attention to their mental health. The research combines the behavioral psychology theory with the physical training mode, starts from the individual psychological characteristics of students, gives their behavioral intervention, and realizes the application effect of negative emotion regulation with the behavioral mechanism. The experimental results show that this combination can greatly reduce the degree of students' psychological anxiety and has positive application value. In the future management of students' psychological work, colleges and universities should actively use the relevant theories of behavioral psychology to pay attention to and timely guide students' mental health.

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## EMBODIMENT AND APPLICATION OF NATURALISTIC ELEMENTS IN JEWELRY DESIGN BASED ON 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. Consumer psychology focuses on the consumer demand and behavior motivation of consumers. There are differences and deviations between subjective and objective factors, and the consumer demand and motivation of different groups are also different. Only when the basic consumer demand of consumers is met can they seek higher-level and psychological needs. The purchase psychological process of consumers is divided into three levels: attention memory, imagination emotion and desire purchase. Many mathematicians believe that there is a close relationship between consumer psychology and product design. They believe that designers should take