

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.

\* \* \* \* \*

## EMBODIMENT AND APPLICATION OF NATURALISTIC ELEMENTS IN JEWELRY DESIGN BASED ON CONSUMER PSYCHOLOGY

Xiaoye Hou

*Qingdao Agricultural University, Qingdao 266109, China*

**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

consumer psychology as the benchmark and combine the product color, shape, details and interest with functional design. At present, in the jewelry design industry, the update speed of design styles is fast, but its shape design is lack of novelty and too complicated or caters to the “trend”, which limits the sales of jewelry design and is difficult to better meet the preferences of consumers. Moreover, jewelry is a luxury. Consumers are more cautious about the consumption psychology of this kind of products and consider many factors. Only simple and generous jewelry design with profound meaning can be better favored by consumers. Therefore, with the help of the theory of consumer psychology, this paper explores the embodiment and application of naturalistic elements in jewelry design, in order to better meet the consumer demand and psychological aesthetics of consumers.

**Subjects and methods:** Firstly, the consumption psychology scale is compiled to collect basic information such as consumers’ consumption and shopping habits, consumption psychology, choice preference of jewelry products and views on commodity value attributes. The study randomly selected 60 jewelry designers as the research objects. Firstly, the information about their design ideas and design preferences was collected. Then the research objects were randomly divided into intervention group (group A) and control group (group B), and invited them to carry out jewelry design experiments related to naturalistic themes. The intervention group learned relevant consumer psychology theories in the experiment and designed jewelry drawings combined with the results of consumer psychology scale, while the control group did not learn any theories. The experiment lasted for three weeks. After the experiment, the design results of the research object were divided to consumers to collect their feedback to consumers, so as to better explore the application value of consumer psychology in jewelry design and the emotional feedback mechanism. With the help of statistical analysis tools, the experimental data are processed, counted and analyzed.

**Results:** The experimental results show that on the basis of the theoretical guidance of consumer psychology and the grasp of consumers’ psychological status, jewelry designers can better integrate naturalistic elements and details into jewelry design, reduce the rigidity and rigidity of their design, and more easily obtain consumers’ choice preference and psychological affirmation. Table 1 shows the scoring statistics of consumers’ psychological preferences for jewelry design works of different research objects after the experiment.

The results in Table 1 show that the psychological preference of consumers for jewelry products with naturalistic elements designed by different research objects is different. Among them, the preference of male consumers for the products of group A is significantly higher than that of group B, and the maximum difference of choice scores in design uniqueness, design aesthetics and design integration is 4 points. Female consumers also obviously favor the works of group a designer. The choice scores in the three dimensions of product design are all 10 points or more, while the score difference with group B works is 7 points, 9 points and 6 points. The above results show that consumer psychology can better help jewelry designers carry out product design and better grasp consumers’ consumption choice preferences and psychological characteristics.

**Table 1.** Statistics of consumers’ psychological preference for jewelry design works of different research objects after the experiment

Design features		Uniqueness of design	Aesthetics of design	Integration of design
Male	Group A	8.25±1.04	7.23±1.11	9.22±1.47
	Group B	6.13±1.22	5.27±1.06	5.46±1.32
Female	Group A	15.27±1.69	18.36±1.08	14.63±2.15
	Group B	8.79±1.20	9.23±1.43	8.27±1.73

**Conclusions:** The application of consumer psychology to the design of naturalistic elements in jewelry design can better meet people’s pursuit of naturalism and aesthetic psychological preference. The results show that the combination of consumer psychology and product design can effectively obtain consumers’ choice preference and psychological satisfaction. Therefore, designers in today’s design should have a more comprehensive systematic thinking, actively pay attention to the aesthetic needs and psychological characteristics of consumers, grasp the consumption trend and consumption habits of consumers, enhance the story and emotion of products, and meet the material and emotional needs of users through in-depth experience design.

\* \* \* \* \*

## ON THE CULTIVATION OF COLLEGE STUDENTS' SOCIALIST CORE VALUES BY STUDENTS' MENTAL HEALTH EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Hailei Shang

*Nanjing University of Science and Technology, Nanjing 210000, China*

**Background:** Educational psychology is a subject that studies the psychological situation and change law of educators and educates. Through educational psychology, this paper analyzes the psychological phenomena in the process of education and teaching. The knowledge of educational psychology is the inevitable requirement of quality education. The goal of quality education is to improve students' all-round quality and make students' ability training and mental health education develop in an all-round way. When teaching related subjects, teachers carry out educational and teaching activities on the basis of mastering the knowledge of educational psychology and under the guidance of relevant theories of educational psychology. At present, college students are in a special stage of physical and mental development. Their mind is not yet fully developed and mature, their ability to control their emotions is poor, and their psychological tolerance is weak in the face of difficulties. Due to the great learning pressure, the disharmony between students and the stimulation of rich and colorful content on the Internet, some problems have appeared in the psychology of college students, showing the characteristics of anxiety, uneasiness, tension, worry and fear, affecting the normal life and learning of college students, and their thoughts and behaviors have changed to some extent. Some students are highly utilitarian. When they get along with their classmates, they focus on their own interests, and even have a psychology of comparison. They are more expensive and better dressed than others. In order to satisfy their vanity, some students will dress themselves up by borrowing money from others or asking their parents for money through online loans, and forge the appearance of a better family. Some students are addicted to the Internet. They play games, read novels and watch TV all night. They don't spend their mind on their study. The whole person becomes degenerate, has no initiative and forgets their original intention of going to college. And stay in the dormitory for a long time, lack of exercise, leading to their poor physical quality, and some students even die suddenly because of playing games all night. The ideological problems of college students are not optimistic, and colleges and universities need to take measures to intervene and guide.

The core values of socialist values are the requirements of the state for college students and belong to the important content of Ideological and political education in colleges and universities. Many colleges and universities have achieved certain results and summarized some experience in cultivating college students' socialist core values. At the same time, colleges and universities should regard students' ideological education as a long-term work. In the process of related ideological education, we should carry out cultural diversified development, so that students' value orientation and behavior mode show diversified development. In the process of ideological education, we need to understand students' psychological characteristics and timely feedback and intervene students' psychological problems. This process is the same as the teaching content of mental health education in colleges and universities. Therefore, it is very necessary to carry out students' mental health education and explore the cultivation path of college students' socialist core values.

**Objective:** In order to explore the cultivation path of socialist core values of college students' mental health education, this paper first analyzes the relationship between mental health education and the cultivation of core values, as well as the current situation and problems of the combination of the two. On this basis, this paper puts forward the measures of mental health education combined with the cultivation of socialist core values, improves the cultivation system and mechanism of college students' socialist core values, teaches students under the courses of relevant psychology and socialist core values, corrects students' values, enables college students to establish correct three views, guides students to think actively and cultivate their sense of responsibility. In the process of education, we should pay attention to humanistic care, distinguish between students' ideological problems and psychological problems, and solve them accordingly. According to the differences of students, carry out diversified teaching activities to improve students' acceptance of this education.

**Subject and methods:** The research object are college students. 335 college students are randomly selected from a university. These students come from different majors, grades and family backgrounds, and their personality characteristics are different. To understand the ideological situation of these students and their attitude towards mental health education, analyze the causes of students' ideological problems, and divide these students into experimental group (167 people) and control group (166 people). The control group received general ideological education, and the experimental group received reformed mental health education. The experimental period was two semesters, and the relevant data were recorded during the