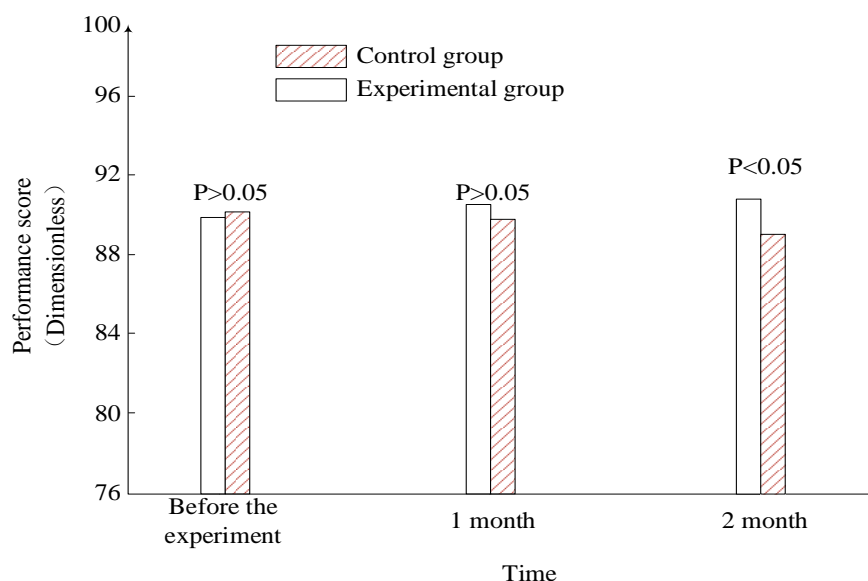


educational psychology, this study found that data protection laws do have an impact on the status of athletes through the study of two groups of athletes who have cognitive differences in data protection laws.



**Figure 1.** Changes in the professional performance scores of the two groups of athletes

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## BUSINESS MODEL INNOVATION AND DEVELOPMENT PATH SELECTION OF INTERNATIONAL CULTURAL TRADE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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**Background:** Social psychology is an independent discipline whose theories are derived from disciplines such as sociology, psychology and cultural anthropology. Social psychology studies people's social behavior. The difference between its theory and other psychological theories is that although the core of social psychology theory is still to explain individual psychology and related behavior, it studies group psychology by focusing on and studying it. and behavior to achieve this core. A group is a collective in which individuals are connected and interact through social relationships. In fact, society is the largest group, so essentially everyone lives in a group. Based on the theory of social psychology, the group is the main factor that determines human behavior, so the individual's psychological state and well-being are largely determined by the group psychology. Social psychology in social psychology refers to the common thoughts and psychology that are formed under a certain social structure and affect the vast majority of people in the community. In this theory, individual psychology is formed and developed due to the influence of group psychology. Psychology is formed through the collection of individual psychology, and the two have a dialectically unified relationship. Nowadays, social psychology has been studied and applied in various macroscopic psychological problems.

International cultural trade generally refers to the import and export trade of international cultural services and products, which is included in international service trade. The main product types of cultural trade include various entertainment, cultural and sports services and their related hardware and software products, the most common such as video games, movies, books, etc. With the continuous development of communication and transportation technology, the economies of various countries are constantly expanding outward and communicating with each other. In this context, the cultural trade competition between major countries is becoming more and more fierce. Therefore, the international cultural trade business that meets

the actual needs Model innovation is necessary. The theme of international cultural trade usually shows the attributes of groups, and the cultural products sold and purchased must be received and appreciated by individuals after all. This form of interaction between individuals and groups overlaps with the scope of research in social psychology. Therefore, the innovation and development path selection of international cultural trade business model can be analyzed from the perspective of social psychology.

**Objective:** From the perspective of social psychology theory, this paper analyzes the innovation route of the international cultural trade business model, and analyzes the impact of this innovation on the psychological state of users who purchase international cultural products.

**Subjects and methods:** Find 280 people in the same area with similar mental health status, and divide them into two equal groups for research. One group is named the innovative experimental group, which provides international cultural products according to the new international cultural trade business model designed by the research during the experimental period, and the other group is named the traditional group, which provides international cultural products according to the traditional international cultural trade business model, regularly the psychological state of the two groups was measured and compared. The duration of the experiment is 4 months, and the psychological state test will be conducted before the start of the experiment, every month after the start and after the end of the experiment. The psychometric tools used in this experiment were subjective well-being index test, SCL-90 scale and face-to-face interviews.

**Results:** Figure 1 shows the comparison results of the subjective well-being scores of the two groups of subjects after 4 months. It can be seen that the scores of the innovative experimental group are higher than those of the traditional group in terms of emotional index and life satisfaction, and the total score of the two groups is higher than that of the traditional group. It was showed a significant difference ( $P < 0.05$ ).

**Conclusions:** With the unstoppable trend of economic globalization, the cultural trade and commercial exchanges between countries are becoming more and more frequent, and its scale is getting larger and larger. To keep up with the new trend of international cultural trade, and in the cultural competition of other countries It is necessary to think and improve the business model of cultural trade so as not to fall behind. According to the theory of social psychology, the research studies the extent to which people's psychology and behavior are affected by cultural trade patterns. The results show that different cultural trade patterns have a more significant impact on people's psychological state and behavior in some aspects. When innovating trade models, people's psychology, behavior and well-being should be taken into consideration, and the culture of the region can develop better when the people feel satisfied and happy.

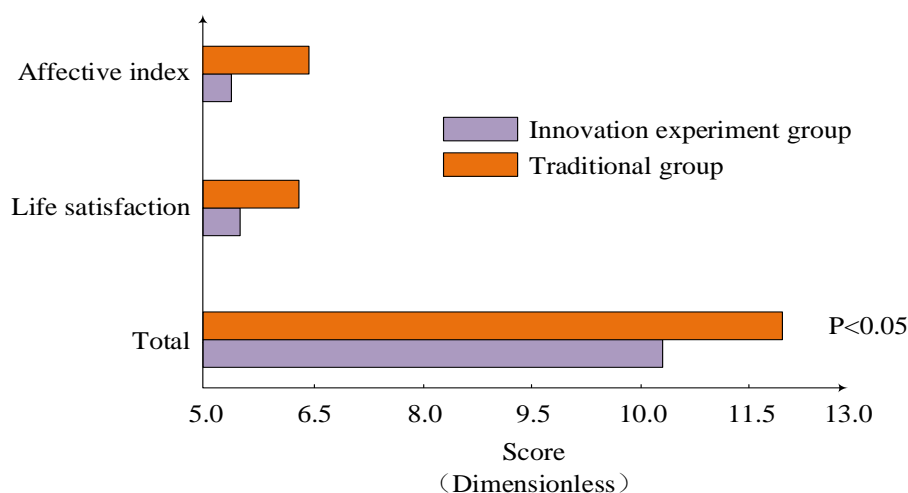


Figure 1. Comparison of subjective well-being indices of research subjects

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## CORRELATION BETWEEN COMPUTER ANXIETY AND LEARNING BURNOUT OF ADULT LEARNERS IN DISTANCE EDUCATION

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**Background:** Computer anxiety is a situational manifestation of anxiety disorders, and anxiety generally