

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.

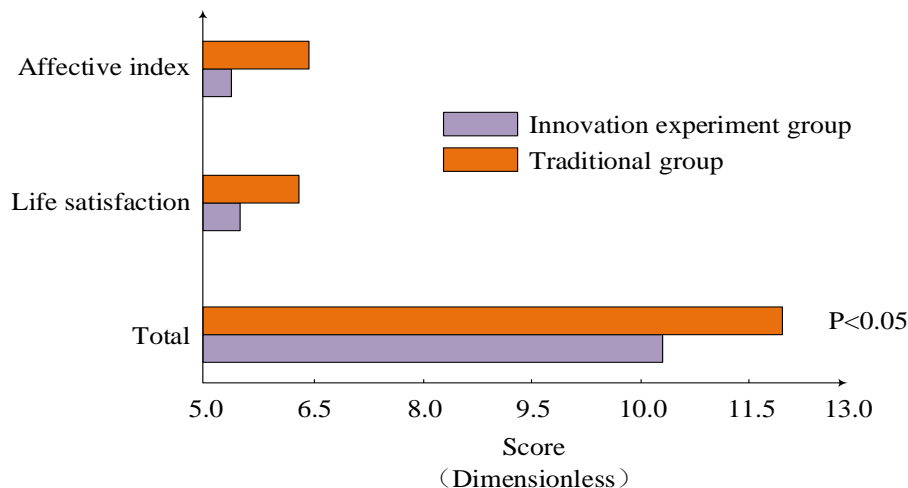


Figure 1. Comparison of subjective well-being indices of research subjects

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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

refers to a negative psychological reaction, mainly worry and tension, that an individual has when facing potential danger or other factors that make him feel uneasy. Anxiety can be particularly acute when an individual believes that he or she will not be able to achieve a particular goal or overcome an anticipated obstacle. Computer anxiety refers to the user's reaction to the negative emotional experience during the use of the computer. Users with severe computer anxiety are often psychologically afraid of these situations, and their own behavior leads to damage to computer software, hardware or files; their own ignorance or clumsiness causes anger or ridicule from others; worry about computer radiation affecting one's health or computer's ability to take over one's job and meaning of existence. These anxiety emotions may interfere with the normal use of the user's computer and the ability to obtain and process information through the computer. Now that computers are becoming more and more popular, computer anxiety is a relatively serious psychological problem. From the perspective of patient age, some studies believe that the incidence of computer anxiety is more common with increasing age, so adults are more affected by computer anxiety than minors.

In recent years, adult education has increasingly entered people's field of vision. With the increasing demand for high-level talents in all walks of life, many people who have already participated in the work have the need to further improve their academic qualifications and skills, whether it is for higher education or skills. A certificate, they are required for exposure to adult education. In the process of learning, learning burnout is a common psychological problem of learners, and the reasons and manifestations of learning burnout for adult learners are also quite different from those of underage students. On the other hand, in recent years, with the development of information technology and the restrictions on travel and offline gathering due to factors such as the epidemic, distance education has become more and more important in the education industry, and distance education is completely dependent on computers in the medium. Computer anxiety is a significant negative factor for adult learners. Whether this negative factor makes these learners more prone to burnout is worth investigating.

Objective: To investigate whether computer anxiety makes adult learners more prone to burnout in a distance education setting.

Subjects and methods: 198 adults with no significant differences in basic information were recruited as study subjects, of which 99 had symptoms of computer anxiety and 99 did not. According to whether there is computer anxiety or not, they are divided into two groups, the experimental group with the symptoms, and the control group without the symptoms. A five-month online distance education was arranged for the two groups, and the subjects' computer anxiety, learning burnout and other related psychological states were tested before, after and during the process. This study mainly used the computer anxiety scale, SCL-90 scale and the adult educational learning burnout questionnaire designed by the study as psychological measurement tools.

Results: The learning burnout scores of the experimental group and the control group before the start, after the end and during the distance education are shown in Table 1. It can be found that there is no significant difference in the learning burnout between the two groups before the start of teaching, but during the teaching process. The learning burnout score of the experimental group increased sharply and remained until the end, while the learning burnout of the control group showed an upward trend, but the change was not obvious. In terms of comparison between groups, the learning burnout degree of the experimental group was significantly higher than that of the control group after the end and during the process ($P < 0.05$).

Table 1. Comparison of study burnout level between control group and experimental group

	Before	Ongoing	After
Experimental group	48	63*	65*
Control group	51	53	54

Note: * indicates that there is a statistical difference between the two groups

Conclusions: In the context of the gradual expansion of the proportion of distance education and the rising demand for adult education, the psychological problems of adult learners and their differences with minor students have gradually entered the field of vision of researchers. Computer anxiety is a more common anxiety symptom among adults, and adults with severe symptoms may not be able to conduct effective online distance education learning. In order to further explore the adult computer anxiety and other psychological problems caused by it, the study explored the relationship between computer anxiety and learning burnout in adult distance education. Educational performance is worse than in adults without the symptom, and learning burnout occurs faster and more severely.

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THE CONSTRUCTION OF MENTAL HEALTH EDUCATION MODEL IN COLLEGES AND UNIVERSITIES UNDER THE CONCEPT OF POSITIVE PSYCHOLOGY

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Background: Positive psychology is a discipline that studies the psychological strengths and virtues of ordinary people and helps individuals and groups to improve their sense of satisfaction and well-being through these positive things. The difference between positive psychology and other theories of mind is that most of the theoretical research objects are the negative and negative parts of the mind, they learn about various psychological problems and seek solutions, while positive psychology pays more attention to those positive aspects of the human mind. The qualities, emotions, and constructive power of the group, while positive psychology in groups also emphasizes positive factors such as social responsibility, altruism, and tolerance. The research of positive psychology has three main foundations, namely positive psychological quality, positive emotion and positive social relationship. Positive psychological quality refers to the psychological characteristics that bring happiness and security to oneself. Studies have shown that these characteristics can effectively reduce negative emotional problems. Positive emotions include joy, serenity, love, etc. Studies have shown that such positive emotions help individuals develop overall attention and thinking skills. Positive social relationship means that an individual's social circle should be friendly and positive, and such a social circle can bring a great sense of security and happiness to the individual. Positive psychology has been applied in various fields, and there are a lot of experiments to prove its effectiveness.

In the study and life of college students, in order to ensure the health, safety and all-round development of students, educators not only need to pay attention to their academic performance, but also to their mental health. The mental health education in colleges and universities in my country has gone through more than 20 years, but with the changes of the times, the current college students' thinking and value orientation have changed greatly compared with the past, and their ability and channels to obtain information are also different from the past. In the field of psychology, new research and theories are constantly emerging, so the construction of mental health models in colleges and universities also needs innovation. As a discipline that studies positive psychology, positive psychology has the potential to be applied to the construction of mental health education models in colleges and universities.

Objective: Under the guidance of positive psychology theory, a mental health education model in colleges and universities is designed, and experiments are conducted to explore whether the model has a significant positive impact on students' mental health level.

Subjects and methods: Find 190 college students with similar baseline data in a university, and divide them into two groups according to the principle of equal numbers. One group receives college mental health education combined with positive psychology. This group serves as the experimental group, and the other group receives traditional psychology. Health education, as a control group. The mental health teaching lasted for 3 months, and psychological tests were conducted on students before the start, during the teaching process and after the end, and a comparative study was carried out. The psychometric scales used in this study were the Symptom Checklist 90 (SCL-90), the Generalized Anxiety Disorder-7 (GAD-7), and the Patient Health Questionnaire-9 (PHQ-9).

Results: Table 1 shows the changes in the depression level scores of the two groups before and after the experiment. It can be seen that the change in the experimental group is significantly higher than that in the control group, and there is no statistically significant difference between the two groups in the depression level before the start of the experiment ($P > 0.05$), and the difference in depression level between the two groups after the test showed significant ($P < 0.05$).

Table 1. Changes in depression level of two groups of subjects

Item / groups	Before the education	After the education
Control group	8.93	7.29
Experimental group	8.63	5.75
<i>P</i>	0.627	<0.005

Conclusions: Mental health education in colleges and universities is an important part of the all-round development of college students, and mental health is also an important dimension to evaluate the level of individual health. Nowadays, the thinking mode, value orientation and the problems of the times faced by college students are different from those in the past, so their psychological mode is also different from the past, and the mental health education mode of colleges and universities also needs to be constructed to keep pace with the times. The study introduced the concept of positive psychology, combined with the