

competition consumption in different periods. Therefore, in the process of practice, we should pay attention to the research on the promotion of sports event products from the perspective of consumer psychology.

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A STUDY ON THE PERFORMANCE AND ADJUSTMENT STRATEGIES OF COLLEGE STUDENTS' ONLINE ENGLISH LEARNING ANXIETY

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Background: As a specialized institution to transfer knowledge, culture and skills, colleges and universities are also an important base for college students' psychological development. At present, college students are facing more and more learning burden, employment pressure and social communication pressure, which makes them easy to fall into bad emotions such as irritability, tension and anxiety. Anxiety is one of the common psychological symptoms of college students. If college students will directly affect their daily life and learning, disrupt their life and learning order, and then have an impact on their healthy growth, increase students' sense of failure and attack students' self-confidence. According to different performance types, the anxiety psychological problems of college students can be divided into three types: Academic anxiety, social anxiety and Employment anxiety. However, at this stage, some colleges and universities do not pay attention to students' mental health, which will lead to their anxiety problems cannot be fundamentally solved. At the same time, college students' online English learning anxiety, as a common phenomenon, under normal circumstances, will not have an impact on students' studies, life and other aspects, but if they are in anxiety for a long time, college students' studies will not only be affected, but also have a negative impact on their physical and mental health.

In view of the increasingly serious anxiety of college students' English online learning, the regulation strategy of college English online teaching is of great significance. With the help of network environment and network platform, college English online teaching can realize the efficient utilization of online resources to the greatest extent. The strategies of college English online teaching are as follows: make full use of online learning resources, teachers' online learning guidance, and online teaching combined with offline English knowledge. English learning is a long-term process. Teachers and students need to optimize learning activities together. Before classroom learning, teachers need to organize and plan in advance to ensure that students complete their learning efficiently; In classroom teaching, teachers organize students to complete the teaching activities of combining questioning learning outside the group and discussion learning inside the group. In online teaching activities, teachers need to adjust the teaching content according to students' different learning situations; Teachers can also record video courses to help students review their knowledge after the course.

Objective: This paper analyzes the impact of college English online English teaching mode on college students' anxiety, in order to improve college students' mental health and their ability to learn English.

Subjects and method: 200 college students with different degrees of anxiety were selected as the research object. They were divided into control group and experimental group by digital random grouping method, with 100 students in each group. The students in the control group had normal English teaching, while the students in the experimental group used English online optimization measures for teaching. The experimental period was 6 months. After that, the improvement of anxiety of the two groups was compared and analyzed. The State Trait Anxiety Inventory (ATAI) was used to analyze the anxiety of the two groups of students, and Support Vector Machine (SVM) was used to classify the improvement effect of college students' anxiety. As a standard of anxiety assessment, ATAI can measure the improvement of anxiety in the process of intervention. The improvement effect evaluation indicators are set as four levels: no improvement, slight improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people with slight improvement, improvement and obvious improvement to the total number of people. In order to avoid the influence of subjective factors on the research results, the average score of all subjects is taken as the final result.

Methods: This paper analyzes the influence of college English online optimization strategy teaching on college students' anxiety through NOSA data statistical analysis software.

Results: Table 1 refers to the improvement rate of the two groups of subjects in the experimental cycle. It refers to the improvement rate of the two groups of subjects with statistical significance. It can be seen from the table that with the increase of experimental time, the improvement rate of patients in both

groups increased, but the improvement rate of the experimental group was more significant. This shows that the reform measures of college English online English teaching can greatly improve college students' anxiety in the process of learning.

Conclusions: The anxiety and pressure of college students' English online has a bad impact on their normal life and study, which needs special attention and attention from all walks of life and their families. The results show that compared with normal English teaching, online teaching strategy has obvious advantages in improving college students' anxiety, and can be applied in the management of psychological problems in colleges and universities.

Table 1. Improvement rate of two groups of subjects in the experimental cycle

Group	After 1month	After 3 months	After 6 months
Control group	58.0	69.0	70.0
Experience group	57.0	84.0*	88.0*

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ANALYSIS OF SUSTAINABLE DEVELOPMENT STRATEGY OF CIVIL ENGINEERING UNDER THE BACKGROUND OF ENVIRONMENTAL PSYCHOLOGY

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Background: Environmental psychology is an interdisciplinary field. Its research direction is the interaction between individual and surrounding environment, involving information environment, architectural environment, learning environment, social environment and natural environment. Environmental psychology can also be called the research of environmental behavior, human and environment, ecological psychology, cognitive ergonomics, human factor science and so on. The main purpose of environmental psychology research is to let the workers eliminate the occurrence of production accidents through improving operation methods, mastering skilled technology and positive emotions, so as to improve work efficiency. In the process of information transmission between human and machine, follow the law of human psychological activities, give full play to human creativity and subjective initiative, and prevent uncomfortable reactions such as anxiety, tension and monotony. In the past, the research of environmental psychology did not consider the characteristics of interdisciplinary, and did not give full play to the advantages of interdisciplinary research. Environmental psychology should not only be regarded as a branch of psychology, but also as the characteristics of interdisciplinary research on behavior and environment. Many environmental problems are essentially cultural, social and behavioral problems. Their distribution levels include government departments, industries, commercial companies, families, individuals and so on. At present, the research of environmental psychology in different countries, regions, cultures and communities is bound to be subject to the influence of folklore, culture, geography, economy and politics in terms of methods and principles.

With the continuous progress of science and technology and the consequent environmental pollution, combined with the development of civil engineering, it has been widely concerned by many experts and scholars. Civil Engineering covers water conservancy, construction, bridges, railways, roads and many other projects. Sustainable development is not only a scientific concept pursued by contemporary society, but also a requirement closely related to the lives of future generations, but also a responsibility that people all over the world must bear. The theoretical research and guidance documents launched by countries all over the world have not been interrupted. The United Nations Environmental Planning Department has launched a series of programmatic documents since the 20th century, which has played a positive role in the sustainable development of human society. The sustainable development strategies of civil engineering are as follows. First, strengthen the development of civil engineering design, construction, engineering material selection, production, processing, transportation, operation, maintenance and other technologies, so as to protect the ecological environment and create a comfortable and healthy environment for people. Second, qualified management of waste residue, waste gas and waste water produced in civil engineering projects provides the possibility for the protection of the natural environment. Third, adopt High-Performance Lightweight Concrete and high-strength steel and other processes to avoid massive consumption of mineral resources and environmental damage. Fourth, pay attention to the research and development of technologies such as intelligent design and structural optimization.