

combining with the deep learning theory from the perspective of educational psychology, and analyzes the effect of the scheme on students' educational psychology, so as to improve students' comprehensive quality.

Subjects and methods: The students majoring in preschool education in two schools are selected as the research objects. The K-means++ clustering analysis algorithm is used to evaluate the effect of the teaching reform plan of preschool education under the deep learning theory of educational psychology on educational psychology. The number of students in each school is 100. The content of curriculum reform is to improve teachers' professional quality, establish correct educational ideas, update teaching content and reform teaching methods. The evaluation indexes of educational psychology are quality, will, cognition, emotion and interpersonal relationship. The research evaluates the results through the influence value, and sets the score range as 0-100 points. The higher the score, the higher the degree of influence. The data were statistically analyzed by jmpr15 data statistical analysis software. In order to ensure the reliability and effectiveness of the research results, the research object selected by the Institute is the students of undergraduate and junior colleges.

Results: Table 1 shows the effect of the teaching reform plan of preschool education major combined with the in-depth learning theory from the perspective of educational psychology on students' educational psychology. On the whole, the program has a great positive impact on students' quality, will, cognition, emotion and interpersonal relationship. The average value of the impact score is about 85 points. Therefore, the teaching reform program of preschool education specialty combined with the in-depth learning theory from the perspective of educational psychology is of great value. This program can be applied to the teaching reform of other students in the future.

Table 1. The effect of the teaching reform plan of preschool education specialty combined with the deep learning theory from the perspective of educational psychology on students' educational psychology

School	Quality	Will	Cognition	Emotion	Interpersonal relationship
School 1	85.23±7.96	86.58±8.63	85.36±7.60	88.36±8.26	89.36±7.86
School 2	86.47±8.63	84.56±9.98	84.26±8.36	85.21±8.56	84.67±9.36

Conclusions: Teachers need to break through the limitations of books and strengthen the cultivation of students' ability to learn knowledge in depth. Teachers should effectively analyze textbook knowledge, effectively supplement insufficient knowledge and optimize teaching content. In order to ensure the real-time and effectiveness of preschool education knowledge, we should add new knowledge and new ideas to the original knowledge system, and pay attention to the integration and unity of knowledge, so as to improve teaching quality and teaching effect.

Acknowledgement: The research is supported by: Research Topic of Education and Teaching Reform in Beihua University "Research on the Homework Design Strategy of 'Kindergarten Educational Activity Design and Guidance' Based on the Concept of in-depth Teaching" (No. XJZD20220001).

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A DIFFERENT INTERPRETATION ART OF TRADITIONAL PIPA WENQU TO POETRY CULTURE

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Background: Chinese poetry culture has different development directions in different dynasties, but the poetry culture has never been interrupted. Pipa is one of the main musical instruments in China. Although the origin of the Pipa is not in China, after generations of development and innovation, the culture of the Pipa has made great progress in China. Traditional Pipa Wenqu is an important branch of Pipa culture, which is deeply loved by all walks of life due to its beautiful melody and strong lyricism. There are many forms of art, but great cultures have something in common. During the development of Pipa in China, it was deeply influenced by the poetry culture. Many literati wrote poems about Pipa, which promoted the development of Pipa culture. The culture of the Pipa, especially the traditional Pipa Wenqu, also promotes the development of the culture of poetry through different interpretations of the culture of poetry.

Subjects and methods: This paper starts from the connotation of traditional Pipa Wenqu and poetry culture, and probes into the interpretation of traditional Pipa Wenqu on poetry culture from the perspective

of title and artistic structure.

Results: The traditional Pipa and poetry culture complement and promote each other. In the poetry culture, a large number of excellent poems were created by the literati to show the traditional Pipa music. These excellent poems are not only the wealth of literature, but also the wealth of music. The meaningful and elegant title of the poem and the rigorous structure influence the creation of the traditional Pipa Wenqu. Through the elegant title and the rigorous structure, people can play the traditional Pipa Wenqu like reading poetry. Appreciate the traditional Pipa Wenqu in the way of appreciating poetry, feel the traditional Pipa Wenqu's interpretation of poetry culture is also unique flavor.

Conclusions: The traditional Pipa culture is as popular as the poetry culture. Traditional Pipa Wenqu is the pearl of Chinese traditional culture, while poetry culture is the treasure of Chinese traditional culture, both of which are excellent Chinese traditional culture. All excellent cultures have something in common and can be used for reference.

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ANALYSIS ON THE PSYCHOLOGICAL DIFFERENCES OF REAL ESTATE CONSUMERS UNDER THE INTERNATIONAL FINANCIAL CRISIS

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Background: Consumer psychology is an important branch of psychology. It mainly studies the impact of consumer psychological changes on commodity trading under the commodity trading environment, and promotes the development of consumer activities in a positive direction through various effective measures. The study of consumer psychology has an important impact on the success of the whole product marketing. Just as Professor Kotler, an American economist, said: the essence of marketing management is demand management. To understand the needs of consumers, we need to start with the psychological needs of consumers, and meet the consumer desire through a series of marketing, which is the purpose of effectively realizing product sales. In the process of understanding the development of consumer psychology, we first need to analyze the differences of consumer psychology more thoroughly. Different consumers have different psychological states. In the study of modern consumers' psychological activities, consumer psychology has a major impact on consumers' purchase decisions. The psychological performance of consumers has the mentality of seeking novelty. Consumers prefer fresh and innovative products. Such products often satisfy consumers' freshness and enhance their curiosity. New things will give consumers a preconceived feeling. However, when consumers are familiar with this product, the freshness will fade, which should be paid attention to in the sales process. The second is the psychology of seeking fame. Most Chinese consumers have the psychology of following the crowd. For example, whether the product is well-known or not is considered. Many consumers believe that well-known brands represent quality and value, and such famous products are more favored by consumers. Therefore, brand awareness is also an important marketing strategy. In addition, there are curiosity psychology, habit psychology and synchronous psychology, which affect consumers' purchase intention. In real estate consumption, special attention should be paid.

In the context of the international financial crisis, consumers' psychology and behavior will change. According to relevant data reports, during the financial crisis, consumers' liquidity tightened, decision-making cycle prolonged, and rational consumption behavior rose. Online shopping, rent and employment consumption and other behaviors show an increasing trend. In the context of the financial crisis, affected by the world economic turmoil, the global oil price has been pushing up, so the prices of house prices, food and other commodities have been rising, even causing inflation. This economic downturn will have a great impact on the real economy and the financial system, and lead to the loss of national finance and the decline of people's wealth. At the same time, consumers have panic about economic development. The reduction of wealth will restrain consumers' consumption desire, while rational consumption is dominant, which will have an important impact on the development of integrated society. In the context of the financial crisis, the real estate industry will be adversely affected, such as rising house prices and declining real estate sales. The psychology of real estate consumers is changeable. If the intended buyers are affected by adverse factors in the financial market and their own wealth is reduced, the demand for house purchase will be cancelled. At the same time, more consumers tend to rent houses, or rent houses for a long time to tide over the financial crisis. In this context, there are two phenomena in real estate consumption. One is that the consumption of house purchase has dropped sharply, and consumers'