

MENTAL HEALTH DESIGN OF ELDERLY HOUSEHOLD PRODUCTS BASED ON AGING SOCIETY

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Family environment is closely related to people's life. For the elderly with family as the main living scene, family environment is more important. Household products designed according to the mental health of the elderly will give them more meaning in life. The focus of this paper is to sort out the richness and diversity of the elderly's emotions in product design. Aiming at the "emotional problems" in the mental health of this special group, this paper combs the characteristics and design elements of emotional design, endows the product with personalization, and emphasizes how to express emotion in shape, function and use. Secondly, it systematically combs the emotional characteristics, mental patterns, forms of expression and values in home product design, and summarizes the basic principles of the construction of home product design center to guide the design practice. The emotional design of the product comprehensively considers the social, cultural, technical, problems and emotional factors in the design stage, so that the product can better meet the material, spiritual and cultural life of the elderly.

Key words: household products - mental and emotional design - mental problems

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THE CHOICE OF ENTERPRISE MARKETING STRATEGY UNDER THE NEW ECONOMY FROM THE CHANGE TREND OF CONSUMERS' MENTAL EMOTIONS AND BEHAVIOR

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Under the condition of market economy, the marketing activities of enterprises must be based on the choice of consumers. Therefore, a careful study of consumers' mental cognitive activities and their orientation plays an important role in the correct choice of business strategies. Through effective marketing means and skills, it can affect consumers' mental emotions, habitual consumption mental emotions and guide consumers to form purchase decisions. This requires a detailed analysis of consumers' cognitive and mental needs in the process of enterprise marketing, and the appropriate use of marketing skills, so as to affect consumers to make decisions in the direction conducive to the enterprise. For example, home computers are expensive and vary greatly from brand to brand. Some people want to buy home computers. They cannot judge the performance, quality and price of different brands, so rush purchase will bring great risks. At this time, enterprises can use various media and means to publicize their brand advantages, mobilize store salespeople and buyers' relatives and friends, help buyers master product knowledge and finally make decisions. For low-cost and frequently purchased goods, enterprises can attract customers to try through reasonable mental cognitive price and marketing strategies such as discount, exhibition, display, gift and prize sales. Let customers understand and be familiar with products, and change from regular purchase to purchase habit. Through the analysis of consumer demand and mental factors such as motivation, emotions, learning, belief and attitude, this paper studies consumers' consumption behavior, so as to formulate marketing strategies more effectively.

Key words: mental emotions - marketing management - new economy - marketing skills

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CONNOTATION, CURRENT SITUATION AND COUNTERMEASURES OF TEACHERS' JOB BURNOUT ON TEACHING EFFICACY

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Teachers' mental health teaching efficacy is an important aspect of teachers' quality. In recent years, the research on teacher efficacy has become an important topic in the field of teacher mental. So far, a large number of studies on Teachers' teaching efficacy by psychologists at home and abroad show that teachers' teaching efficacy is an important factor affecting teachers' teaching behavior. Positive mental believes that promoting a person's mental to develop in a positive direction helps to improve the correctness of his subjective judgment. Job burnout, ideological tradition and weak teaching ability are the main reasons for the reduction of College Teachers' teaching efficacy. Based on the improvement of management teachers' teaching efficacy of positive mental health, schools can take the following measures: establish a diversified evaluation mechanism and create a positive working environment. Strengthen self-efficacy education and cultivate positive personality traits. Strive to improve EQ and enhance positive emotional experience. This can improve the mental teaching burnout of management teachers, improve the teaching level, and provide strong support for the mental health development of education.

Key words: teaching effectiveness - emotional experience - information teaching

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THE INFLUENCE OF MUSIC TYPES ON COLLEGE STUDENTS' WORK MENTAL AND EMOTION

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Music is an art that develops over time. Music emotion is complex. Analyzing music works from the emotional mental model and the listener's physiological response can further understand the characteristics of music emotion. The influence of music on individual cognitive activities has attracted more and more attention of researchers at home and abroad, but the research on this issue is still controversial. The study of work mental and emotion is an important part of cognitive research. Whether music promotes or interferes with work mental emotion remains to be further studied. Work mental emotion is divided into speech work mental emotion and space work mental emotion. Through consulting the data, it is found that most of the previous studies on the impact of music on work mental emotion focus on speech work mental emotion, while there are few studies on the impact of music on space work mental emotion. The results show that music and mental emotional load have obvious interaction on the correctness of work mental emotion (voice and space). There was no interaction between music and load level on the reaction time of work mental emotion (voice and space). This paper discusses the specific physiological and mental mechanism of the impact of music on work mental and emotion, and puts forward some suggestions and opinions combined with experiments.

Key words: music emotion - spatial working memory - mental mechanism

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