

## ANALYSIS ON THE PREVENTION OF PSYCHOLOGICAL DISEASES OF ACCOUNTANTS IN HIGH-INTENSITY WORKING ENVIRONMENT

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**Background:** Accountants are limited to their profession and face specific interpersonal relationships. The resultant force formed by various pressure sources makes many accounting individuals in a dilemma, which is very easy to form dual personality or multiple personality, and then lead to personality alienation. Accountants also have a variety of accounting psychological problems in their work. With the extension of accounting practice, the psychological activities and psychological phenomena of accounting individuals are becoming more and more frequent and complex. Under the condition of market economy, accounting psychological activities and their change trend have their own uniqueness. Therefore, it is necessary to study and explain accounting phenomena from the perspective of psychology.

**Subjects and methods:** This paper mainly uses normative research methods to explain and analyze bad accounting behavior from a new perspective. Through the research on the psychology of accountants, this paper analyzes the psychological motivation and influencing factors of accounting behavior, and expounds the causes of bad accounting emotion. This paper expounds the relationship between accounting psychological obstacles, bad accounting emotion and bad accounting behavior. Through the questionnaire, this paper aims to reveal the internal relationship between the psychological factors such as the life background, personality psychological characteristics and coping style of accounting practitioners and the phenomenon of bad accounting behavior of accounting practitioners. This paper puts forward new methods and Countermeasures to standardize China's bad accounting behavior.

**Results:** From the analysis of the paper, we can draw the following conclusions: there are many factors affecting bad accounting behavior, and the relationship between bad accounting behavior and bad accounting behavior is also quite complex, but no matter what kind of accounting behavior is inseparable from accountants' psychology. Any bad accounting behavior is produced under the action of a certain accounting psychology. Accounting psychology leads to the corresponding accounting behavior, and accounting behavior also reflects a certain accounting psychology. There are laws to follow between the two. Studying and mastering the relationship between accounting psychology and bad accounting behavior can fundamentally find the methods and Countermeasures to standardize accounting behavior.

**Conclusions:** The subject of accounting behavior is often stimulated by the working environment and interpersonal relationship, and confused by the dilemma of moral conscience and law. In addition, the monotonous and tasteless work content and difficult to realize personal ideals and aspirations. If such mental pressure is not effectively released for a long time, it is easy to form bad accounting psychology, resulting in bad accounting behavior. The psychological diseases of accountants are mainly neurasthenia, anxiety, depression, compulsion, fear and doubt. In order to prevent this disease, we must strengthen the psychological tolerance and psychological prevention mechanism of accounting actors. Therefore, to correct bad accounting behavior, we should not only improve the construction of various accounting laws and regulations, act in strict accordance with the law, and establish and improve the accounting supervision system. We should also analyze and study the influence of accounting psychology and accounting professional ethics on accounting behavior, so as to improve the psychological and moral quality of accountants and standardize accounting behavior.

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## ON THE TEACHING RELATIONSHIP BETWEEN TEACHERS AND STUDENTS IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF SOCIAL INTERPERSONAL RELATIONSHIP

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**Background:** This study discusses the situation of physical education teaching in Colleges and universities in Gansu Province from the perspective of interpersonal relationship in the psychological environment of physical education teaching. We can find the practical problems in physical education

teaching in Colleges and universities in Gansu from another perspective and find out the gap in physical education teaching. From the perspective of interpersonal relationship, it provides a reference basis for decision-makers to optimize the psychological environment of physical education teaching, improve and improve the quality of physical education teaching, deepen teaching reform and promote people's all-round development.

**Subjects and methods:** Using the methods of literature, interview, observation and questionnaire, this paper investigates the current situation of interpersonal relationship in physical education teaching environment in Colleges and universities in Gansu Province from two aspects: teacher-student relationship and student relationship.

**Results:** The results show that in the relationship between teachers and students, teachers and students can hold the attitude of respect, understanding, support, love and fairness, but teachers and students don't like communication with each other. In the style of physical education teachers, students believe that only 32.7% of teachers are democratic in physical education. In the expectation of PE teachers and students, most PE teachers believe that they have high expectations for students in teaching, but students believe that it is not the case, just the opposite. In terms of the quality and professional working ability of physical education teachers, most physical education teachers can set an example with good quality, but their professional working ability is general on the whole. From the perspective of student relationship, most students can be friendly, cooperative and mutual aid, recognize and praise each other, and their mutual competition is benign. The small group relationship between most students can promote learning.

**Conclusions:** In order to make the relationship between most teachers and students develop towards an intimate relationship in physical education teaching, we must pay attention to strengthening and improving the relationship between students and physical education teachers. By changing the concept of physical education teachers, we can promote the transformation of physical education teachers' teaching style to democratic style. Improve teachers' expectations of students from the perspective of students, continue to maintain the good quality of physical education teachers, and gradually improve teachers' professional ability.

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## NETWORK MORAL QUALITY MANAGEMENT BASED ON FREEDOM OF SPEECH AND VIOLENT SPEECH

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**Background:** With the wide application of the Internet, Internet public opinion violence has attracted more and more attention. Although thousands of information related to network public opinion violence can be searched on the Internet, there is no authoritative definition of network public opinion violence in the academic community. The author believes that the so-called network public opinion violence refers to the use of Internet platforms and technical means to create a kind of public opinion beyond the boundaries of morality and law under the control of irrational emotions. The moral judgment and verbal attack on the parties will seriously affect the normal life of the parties and their relatives and friends, and even spread into a group tort that attacks the parties by illegal means and infringes on the legitimate rights and interests of the parties in real life. It can be divided into two categories: first, language violence, in which netizens denounce the parties in group discussions, mostly abusive and insulting offensive language; The second is behavioral violence, which is the spread of network public opinion violence in reality. Netizens cause direct personal injury to the parties in real life, and serious may also lead to group events.

**Subjects and methods:** In recent years, the standard frequency of network public opinion violence has emerged, which has attracted great attention from all walks of life. This paper discusses the psychological causes of network public opinion violence by using the methods of literature and document investigation, so as to provide a theoretical reference for formulating effective network public opinion guidance measures.

**Results:** This paper holds that conformity psychology, frustration psychology, collective unconsciousness and pan moral psychology are the psychological causes of network public opinion violence. This paper puts forward the coping strategies of network public opinion violence from the four levels of government, society, industry and Internet users. The government should innovate social management and play a