

mechanism of the influence of the psychological latent variables on new energy vehicles was calculated separately. In order to test the accuracy of the findings, the experimenters also set up a classical MNL model, which was compared with the SEM model to produce the corresponding results.

Result: Firstly, highly educated consumers are more accepting of new things, have lower perceived risk of new energy vehicles, and have higher perceived ease of use and purchase intentions. Secondly, consumers with high driving experience have lower perceived ease of use and perceived usefulness of new energy vehicles, and are therefore more likely to purchase traditional fuel vehicles. Thirdly, compared to different genders, women have a lower perceived risk and higher perceived ease of use of new energy vehicles, and are more willing to purchase new energy vehicles in the purchase decision process. Fourthly, compared to households with different annual incomes, households with higher incomes have a stronger perceived risk of new energy vehicles and may therefore prefer traditional fuel vehicles.

Conclusion: Based on the above findings regarding the psychological latent variables of new energy vehicle choice behaviour, the following conclusions are summarised: Firstly, at this stage, new energy vehicles are not yet accepted by everyone, and there are still consumers who believe that new energy vehicles have safety risks. The media and car manufacturers need to reduce the perceived risk of new energy vehicles and actively promote the benefits of new energy vehicles from a safety perspective to address consumers' concerns. Secondly, as a consumer product, perceived usefulness is a necessary condition for consumers to buy new energy vehicles. The government should promote a series of supportive policies for new energy vehicles, including tax breaks, the provision of specialised lanes and the construction of rechargeable buildings, to encourage consumers to buy new energy vehicles. Lastly, it is important to emphasise the perceived ease of use of new energy vehicles and their positive role in energy conservation and environmental protection, rather than to dispel consumers' psychological concerns. The importance of new energy vehicles should be explained through various channels such as media campaigns, official public websites and internet software, and through cartoons, articles and posters. Add content on new energy vehicles to the driving licence test and provide drivers with the opportunity to simulate driving new energy vehicles.

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PSYCHOLOGICAL HEALTH CHARACTERISTICS OF COLLEGE STUDENTS' MORAL EDUCATION IN THE ERA OF INTERNET PLUS

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Background: The development of the Internet plus era has changed the way of learning and life for college students. College students have become more and more diverse and easy to contact with network information. Their thought, psychological and behavioral characteristics inevitably bear the mark of the times. The specific manifestations are as follows: first, students are addicted to the online virtual world, withdrawn, self closed and unwilling to communicate with others. They even reject the real world and are more willing to find a sense of existence and the meaning of life in the online virtual world. Due to the influence of family environment and family education, some college students' character is too introverted and withdrawn under the powerful education of their parents, which makes it difficult to open their heart to others, which will also affect college students' learning, make them feel inferior, unwilling to communicate with others, gradually lack correct self-awareness, appear self belittling and extremely resistant to life, and can only seek spiritual asylum from the online virtual world. Second, many students live in a superior family environment since childhood, and their growth path rarely encounters setbacks. When students leave home and enter the society alone, many college students will show the problems of weak pressure resistance and extreme way of doing things. Moreover, many college students' lives are almost taken care of by their parents, and they rarely have suffered. Therefore, in the face of difficulties, college students lack tenacious willpower and the ability to resist crowding pressure, lack a complete value system in their heart, and are often easily affected by people and things in the external environment. Once they encounter setbacks, they will fall into a sub-health state, so as to invest in the virtual world. Based on the above social realities, we need to strengthen the moral education of college students, especially to help students adjust their psychological state and improve their psychological quality.

Objectives: First, develop the subjectivity of college students. Facing the virtual network world, in a certain sense, college students are in an unsupervised time and space, which will have higher requirements for college students' independent management, rational and scientific analysis, self-discipline moral judgment and moral practice. Therefore, schools let the educated become the main body of their own education, develop students' subjectivity and cultivate strong personality.

The second is to guide college students to make correct choices. In the Internet age, college students face the contradiction of binary opposition between justice and evil, truth and falsehood, and need students to make their own choices. However, this is not students' natural instinct, and needs to be cultivated and guided the day after tomorrow. Therefore, college teachers should play a guiding role in guiding students to be the masters of the network society and correctly understand the network through moral education.

Subjects and methods: Taking contemporary college students as the research object, this paper analyzes the psychological quality of College Students' moral education, and adopts the following methods to construct a positive and effective mental health education system and improve students' psychological quality.

Using the Internet, big data and other information technologies, based on the psychological status of college students and the needs of moral education, build a psychological consultation and teaching service management platform for good interaction between teachers and students, update the mental health education mode through big data means, strengthen teachers' control over teaching and students' learning progress by relying on flipped classroom, micro class, Mu class and other teaching methods, and give students classroom teaching time and opportunities for independent thinking, Guide students to think in multiple ways, avoid falling into extreme ideological situations, let students have a certain understanding of psychological knowledge and strengthen self-management.

Parents are the first teachers of students' life. They know the characteristics of students' personality best and have the most profound influence on College Students' world outlook, outlook on life and values. Colleges and universities should pay full attention to the collaborative education mode of school education and family education, jointly guide college students to correctly understand themselves, find out their own advantages, and learn to accept their imperfections.

Results: Through the process of College Students' moral education and mental health counseling, through random interviews, through the communication and communication with students, we can understand the students' psychological state, as well as the students' understanding of future career development and professional ethics, and make a comprehensive thinking in combination with their own majors. Generally speaking, most students have a certain understanding of the relationship between their major and professional ethics, but a small number of students hold the opposite opinion, believing that professional ethics is a small personal force and can not become a lever to raise the industry. Through the comparative analysis of students' ideas, it reflects that the current college students' understanding of professional ethics education needs to be strengthened, and the implementation of moral education in Colleges and universities is not in-depth.

Conclusions: The reform of moral education in Colleges and universities is imperative. Nowadays, the development of network information technology has diversified the forms of education, especially under the influence of the epidemic, there are many cloud platforms such as Mu class, micro class and rain class, which provide new ideas for the development of moral education. Therefore, psychological health counseling for moral education of college students can fully create information platform to create "Internet plus moral education" mode, so as to realize the sharing of psychological education resources.

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STRATEGIES FOR CULTIVATING CROSS-CULTURAL COMMUNICATIVE COMPETENCE IN THAI LANGUAGE TEACHING FROM A PSYCHOLOGICAL PERSPECTIVE

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Background: Cross-cultural research has been recognized as an important aspect of theoretical development by most psychologists. Although they do not necessarily work in another culture, they have accepted the fact that any definition of psychology (for example, psychology is a science of human behaviour) must value the diversity of human behaviour around the world. Moreover, industrial psychologists, social psychologists and cognitive psychologists have warned people of the importance of collecting cross-cultural materials. In the context of economic globalization and cultural globalization, the communication between countries has become closer and closer. In order to better understand the