Subjects and methods: This paper will focus on the research on the communication strategy of red sports spirit based on the audience's mental health, and propose targeted solutions for the current obstacles in the communication of red sports spirit in my country, so as to improve the social economy, build a cultural power, and promote social development in China. A good foundation has been laid for the further development of ideology. In the context of detailed research, this paper proposes the following development paths: First of all, for the country, it is necessary to profoundly summarize the inner meaning and spirit of the red sports spirit to create favorable conditions for subsequent development. Sports spirit is an important resource for a strong country. Only by using the "higher, faster and stronger" in sports spirit to cultivate young people's thoughts can we cultivate more talents for the development of country. Secondly, from the social level, spiritual cultivation can promote people's subjective initiative, so that people can find the correct route in a complex society. At this stage, the promotion of sportsmanship is no longer only beneficial to the sports industry. The spirit of facing difficulties can also play a very important role in promoting other industries. Finally, for the general public, the construction of a strong sports country is the key to promoting the prosperity of the country. In daily work, we must adhere to the core of improving the "physical health of the whole people", and increase the support for the "Olympic Glory Plan" and "comprehensive construction". The implementation of the plan" will create favorable conditions for my country's all-round development. At the same time, in terms of spiritual propaganda, it is necessary to further expand communication channels. At this stage, with the continuous development of the Internet, platforms such as Kuaishou and Douyin have become important forms for the masses to obtain information. Many bloggers on the platform have more than millions of fans. Therefore, when spreading the red sportsmanship, we should start from this and cooperate with them, so as to break the limitation that mass information is mainly entertainment, and further use mass media to enhance communication. Effect. On this basis, it is necessary to increase the understanding of the popularity of the masses' information, and to strengthen the relationship between the content and the masses themselves as much as possible, so that the masses can practice after understanding the sports spirit, and then meet the inherent needs of sports spirit dissemination.

Results: "Involvement in events" can be enhanced in specific work. As a psychological concept, "involvement in events" mainly refers to improving the connection between information and individuals, enhancing persuasion, and enabling the masses to improve their subjective initiative and conscious awareness. Accept relevant information, and the red sports spirit itself has a very positive effect on the physical fitness and physical fitness of the public. The staff can use this as a starting point to introduce some sports activities suitable for the masses, and on this basis, promote the red sports culture spirit.

Conclusion: To sum up, propaganda of the red sports spirit based on the cognition of the audience can effectively enhance the dissemination of the red sports culture spirit. At present, in the context of building a well-off society in an all-round way, it is necessary to vigorously promote the sports spirit and use the sports ideology. Cultivate the conclusion that promotes the coordinated development of multiple industries in my country, drives the continuous improvement of social and economic construction, and then creates favorable conditions for the further development of country.

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THE IMPACT OF COMPUTER NETWORK TECHNOLOGY ON CRIMINAL PSYCHOLOGY RESEARCH

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Background: Criminal psychology has a strong comprehensive and cross-cutting, set sociology, psychology, prison science and other multidisciplinary knowledge, although China's criminal psychology research history is relatively short, but it has a strong practical application of utility, through the

appropriate criminal psychology research, can be to a certain extent to prevent and predict social criminal behavior, and then promote the new era of comprehensive governance work, and can strengthen the effect of crime supervision, help It can also strengthen the effect of crime control and contribute to the long-term stability of society. With the popularization and development of the Internet, computer communication is now widespread and complete, and in the context of the information age, a well-connected and interconnected network world has been formed by computer networks, and in this situation, criminal psychologists have gradually begun to use computer networks to carry out research in order to improve research efficiency. Criminal psychology has a balance of theoretical research and practical application, and how to further promote criminal psychology research by relying on computer network technology has become a key issue in this field.

To summarise the progress of criminal psychology research in China, it is divided into three major stages. First, from 1980 to 1982, the budding stage of criminal psychology, the relevant research in this period mainly revolves around foreign dynamic results to carry out, the core work lies in the translation of foreign writings results. Secondly, from 1982 to 1985, the formation of the theoretical system of criminal psychology, during this period, the latest foreign research developments were continuously tracked and combined with China's specialised national conditions to carry out research and analysis, and gradually began to compile textbooks and works with Chinese characteristics. Thirdly, from 1985 to the present, we have been developing a number of theoretical branches under the scope of criminal psychology, such as pre-trial psychology, investigative psychology, reform psychology and trial psychology, based on our own research and our own understanding and national conditions, which has led to the rapid development of criminal psychology. In the context of the information age, criminal behaviour and criminal psychology have both changed to a certain extent, and the psychological changes of criminals have become more and more complex, and the application of computer network counting technology has greatly improved the concealment of criminal behaviour, which has caused certain obstacles to criminal psychology research. This will lead to a more thorough study of criminal psychology.

Objective: The large-scale popular application of computer network technology has expanded the channels of criminal psychology research while also expanding the avenues of criminal behaviour and generating computer network crime, and in this situation, criminal psychology needs to be further improved. The objectives of this analysis of the impact of computer network technology on criminal psychology research are summarised in the following aspects: first, to summarise the changes brought about by computer network technology, analyse its negative impact, use it as a basis to determine the definition and characteristics of computer network crime, and to meet the development situation of the new era to discuss the development trend of computer crime, and then to better prevent computer network The second is an analysis of the changes brought about by computer network technology. Secondly, the study and analysis of criminal behaviour in the context of the computer network era, and the study of the psychological factors of computer network crime from different aspects, aiming at a comprehensive understanding of computer network crime through the psychological attribution of computer network crime. Third, the impact of computer network technology on criminal psychology research is clarified, and the direction of the application of computer network technology in criminal psychology research is explored, so as to better promote criminal psychology research with the help of computer network technology. Fourth, in the information age, online payment has become the mainstream form, computer network criminals gather their eyes on online payment, and in recent years, there have been numerous online frauds, which pose a great threat to people's property security. This study aims to clarify the environment in which computer network crimes occur, produce an analysis of the behaviour, motives and psychology of computer network criminals, make predictions about computer crimes in the new era, and then prevent the occurrence of computer crimes well, reduce computer crimes, and then safeguard the interests of the people and improve their awareness of prevention. Fifthly, at this stage, Internet users show certain characteristics of low age, and the youth group has become a member of the Internet. The youth group has less social cognition and is vulnerable to the influence of diversified thinking in the Internet, and the youth group is unable to distinguish the pros and cons of novel thinking, which in turn has a negative impact on the physical and mental health of the youth. This study aims to analyse the psychology of computer cybercrime and to prevent it, so as to purify the Internet to some extent and to resist undesirable trends, thus creating a healthy and safe online environment for the youth.

Subjects and methods: Object of Study: The object of this study is mainly the study of criminal psychology in the environment of computer network technology. In the current era, the research methods and channels of criminal psychology have changed to a certain extent, and the efficiency of criminal psychology research can be improved with the help of computer network technology. In this situation, how to correctly apply computer network technology becomes an important factor affecting the speed of criminal psychology research. In addition, the scale development of computer network technology has

promoted the emergence of computer network criminal behaviour. In this situation, it is necessary to further improve the theoretical system of criminal psychology, to conduct research on computer network criminal psychology from the perspective of computer network technology, and to discuss the motives for the generation of computer network criminal behaviour, so as to provide a theoretical research basis for the prevention and prediction of computer network crime.

Research method: The research method mainly relies on literature research to collect a wide range of literature related to the topic, relying on China Knowledge Network, Wanfang data, Vipshop journals and offline libraries to obtain literature resources, which are used to consolidate the theoretical basis of this topic, and at the same time, read the classic domestic and foreign criminal psychology works, which benefit greatly. The comparative analysis method was used to summarise the development process of criminal psychology in China and the West, so as to clarify the background of this study. The case study method is applied to identify the first available case of computer cybercrime as a way of clarifying the circumstances in which computer cybercrime is produced, and as a basis for further exploring the trends in computer cybercrime.

Result: This study is focused on the impact of computer network technology on criminal psychology research, and in the actual study, apart from the introduction and conclusion, the research is divided into four main parts. In the first part, the development process of criminal psychology in China and the West is studied and analysed, and the development trend of information technology in criminal psychology research work is initially discussed. In the second part, computer network technology and computer network crime are discussed, and while the development situation of computer network technology is clarified, the negative effects arising from the misuse of computer network technology are analysed, and on this basis the definition and characteristics of computer network crime are determined. In the third part, the influence of computer network technology in the formation of criminal behaviour is discussed, the wrong implication of the misuse of computer network technology on the psychology of individuals is discussed, and the factors that generate computer network criminal behaviour are identified from a psychological perspective. The fourth part, which is the main part of this study, discusses the impact of computer network technology on the study of criminal psychology from two perspectives: research content and research methodology. The above four parts constitute the main structure of this study, with the aim of conducting analysis and research in accordance with this research framework, gradually clarifying the impact of computer network technology on criminal psychology research, and then enriching and improving the criminal psychology research system in China, and effectively promoting the development of criminal psychology research.

Conclusion: The analysis of the research progress of criminal psychology in China and the West reveals that the discipline has a strong role in promoting social stability and judicial integrity, and in the continuous research of criminal psychology, information technology changes have now been gradually carried out, so that the research work of criminal psychology has been renewed with new vitality. In the process of analysis of computer network technology and computer network crime, it is found that the misuse of computer network technology has caused more negative effects, such as network leaks, network pornography, youth Internet addiction, psychological disorders, etc. The gradual accumulation of negative effects will affect the psychological health of individuals, and then to a certain extent, enhance the probability of crime, based on this, the definition of computer network crime is further determined, and found that Computer cybercrime is characterised by intelligent subjects, specialised means, concealed behaviour, borderlessness, low crime age, high crime black numbers and strong temptation, which pollute the Internet environment and have a negative impact on social stability. In order to better cope with computer network crime and promote the research of criminal psychology, through the discussion of the psychology of computer network crime, it was found that the Internet in the information age has expanded individual desires to a certain extent, triggering the phenomenon of cultural differences fading and desires expanding, and there is a certain herd mentality in the network environment, leading to the large-scale occurrence of some wrong behaviours, while some professionals abuse technology and derive All of these phenomena can lead to computer cybercrime. Further analysis of the psychology of computer network crime reveals that the psychology that triggers computer network crime is mainly the psychology of wealth obsession, the psychology of luck, the psychology of blindly following the crowd, and the psychology of challenging the limits, and on this basis an attribution analysis is carried out to understand the causes of computer network crime in all aspects. Computer network technology has changed the research content of criminal psychology, leading to the diversified characteristics of criminal subjects, and the existence of diverse criminal motives, uncertainty of criminal purposes, and the characteristics of criminal behaviour network, all of the above changes have expanded the research content of criminal psychology, in addition, also under the application of computer network technology, intelligent criminal behaviour prediction and prevention, and criminal psychology research mechanism to In this way, we can effectively promote the research development of criminal psychology in China.

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DATA MINING OF COLLEGE STUDENTS' MENTAL PROBLEMS BASED ON APRIORI ALGORITHM

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Background: At present, the mental problems of college students in my country are becoming more and more serious, and the cases of college students' behavior deviation are also increasing. Therefore, the mental health of college students has gradually attracted widespread attention in the society. Although colleges and universities have established mental counseling centers in order to effectively solve the mental problems of college students, and carry out mental assessment on the students entering the school, using a large amount of data for analysis and statistics, but according to the actual investigation, this kind of work is still in the appearance stage, and the application of data mining technology is not mature enough. In order to ensure that the potential value of data can be fully tapped, colleges and universities can adopt the data mining method of college students' mental problems based on the Apriori algorithm, so as to make up for the deficiencies in the traditional data statistical analysis process and fully explore the relevant factors that cause college students' mental problems, and take targeted mental counseling, rational allocation of counseling resources, and achieve healthy growth of students.

Objective: The Apriori algorithm was proposed by Mr. AGRA and Mr. RS in 1994. It belongs to the original algorithm. It refers to the iterative method of layer-by-layer search, which can realize the cumulative count by means of the method of scanning the database, complete the collection of persistence items, and then find the items. This algorithm can use association rules and strong association rules to express the frequency of a given data set, and by deeply mining data and rules, it can provide merchants with relevant information. decision making. The application of the Apriori algorithm to the data mining of college students' mental problems can not only find out the actual connection between the factors that cause students' mental problems, but also provide data support for the follow-up mental health education.

Subjects and methods: The research object selected for this time is the 2019-level students of a local urban university. The total number of students is 8014, including 3324 boys and 4690 girls, covering the School of Art and Design, the School of Law, the School of Architecture, etc.

When using the data mining of college students' mental problems based on the Apriori algorithm, the preprocessing of the data must first be completed. First, the fields irrelevant to the research must be removed to ensure that the table structure of the data set includes gender, whether the only child is an only child, and the per capita income of the family, etc. Attributes. Second, data cleaning should be done, mainly to check spelling errors and remove duplicate records, and finally generate a report with clear data. Third, to carry out data integration, integrate and organize multiple table data. Fourth, data normalization should ensure that discretized data follows the principle of classification, and continuous data follows the principle of discretization. Secondly, build a data model based on the Apriori algorithm, filter out irrelevant attributes by double-clicking the data source node, and set the minimum support and confidence, and finally execute the model to obtain the corresponding data mining results. The specific information is as follows: only child, rural, unfollowing Parents who grew up together, support 20%, confidence 50%; only child, small city, grew up with parents, support 18%, confidence 90%; only child, student cadre, no parent Growing up together, support is 16%, confidence is 42%; large and medium cities, low-income families, who did not grow up with their parents, support is 14%, confidence is 42%; student leaders, low-income families, Not growing up with parents, support is 16%, confidence is 92%; non-single-parent families, high-income families, grew up with parents, support is 20%, confidence is 92%.

Result: According to the above excavation results, it can be seen that students with interpersonal sensitivity disorders in single-child and single-parent families are more likely to develop mental problems than those in normal families; students in small cities are more likely to have obsessive-compulsive disorder than those living in rural areas. Students, and there are more only children in small cities, while non-only children are mostly from rural areas; women are more likely to suffer from obsessive-compulsive disorder than men, but men are more likely to suffer from interpersonal sensitivity disorders than women. It is mainly caused by the idea of valuing sons over women; students who have served as student cadres or live in cities have a relatively wide range of social contacts, have rich social experience, and can handle interpersonal relationships well, while students living in rural areas are affected by material Conditions and living environment influence, mental pressure is relatively heavy.

Conclusion: This paper analyzes and discusses the data mining of mental problems of college students, uses the Apriori algorithm to build a data mining model, further explores the correlation between