

Methods of statistical analysis: Use SPSS version 17.0 software to process data.

Results: The analysis results of the subjects are described in a quantitative form, and the results are shown in Table 1:

Table 1. Analysis of test results.

| Coding | Heart and lung function | Limb strength | Physical endurance | Willpower | Emotional control |
|---------------|-------------------------|---------------|--------------------|-----------|-------------------|
| Test group | 0.45 | 0.63 | 0.74 | 0.82 | 0.90 |
| Control group | 0.37 | 0.41 | 0.48 | 0.52 | 0.63 |

(1) 12 weeks of martial arts aerobics exercise can significantly improve the cardiopulmonary function, limb strength and physical endurance of the experimental group students.

(2) After 12 weeks, the body shape of the students in the control group also showed an increasing trend, but there was no significant improvement in physiological functions and physical fitness indicators.

(3) Psychological survey results show that martial arts aerobics can significantly enhance the willpower and emotional control ability of the practitioners, and effectively promote the mental health of rural junior high school students.

The research results show that the influence of martial arts on young people, in terms of physical fitness, improves the endurance quality of young people, and promotes the development of young people's physical shape; in terms of psychology, it enhances the young people's ability to resist stress and frustration, build self-confidence, and improve In order to improve the interpersonal relationship of adolescents, they can scientifically carry out self-emotion regulation and control personal emotions and behaviors.

Conclusions: Martial arts aerobics has a positive effect on improving the physical fitness of young people. It is recommended that middle and primary schools offer martial arts aerobics courses. Due to the limited time and funding of this experiment, the entire experiment process was only carried out for 12 weeks. Future studies will appropriately increase the control group for comparison and extend the experiment time, and more comprehensively analyze and explore the fitness effects of martial arts aerobics. It is suggested that teachers should add some training on speed and explosive force while teaching martial arts aerobics to learn from each other's strengths, so as to achieve the goal of comprehensively improving the physical fitness of young people.

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CURRENT SITUATION OF INTEGRATING BEHAVIORAL PSYCHOLOGY THEORY INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Shaoying Yang & Fang Yang

School of Marxism, Yuxi Normal University, Yuxi 653100, China

Background: Ideological and political education is related to the healthy growth and success of college students. Psychology and ideological politics are both humanities that study people's ideology and behavior. The educational methods of the two can learn from each other in many ways. The necessity of applying psychology theory to ideological and political education is based on this. The application strategy of academic theory in ideological and political education. Psychological theory is a science that studies the psychological process and the laws of psychological development of people. It is closely related to the ideological and political education work that also takes people as the research object. It provides an effective way for schools to better understand the psychology and behavior of college students.

In the traditional ideological and political education process, more one-way "indoctrination" education methods are adopted. This method does not understand the psychology of the students, is not clear about the needs of the students, and does not analyze the characteristics of the students, and it does not give play to the subjectivity of the students. Therefore, the educational effect is not significant.

Discussing the connotation and characteristics of the effectiveness of college students' ideological and political education from the perspective of psychology is a logical starting point for accurately grasping the effectiveness of college students' ideological and political education and further enhancing the pertinence, effectiveness and affinity of college students' ideological and political education. Psychological theory provides a way to understand the characteristics and laws of college students' psychological development. It uses the relevant theories of psychology, adopts different educational methods, teaches students in accordance with their aptitude, and "a key opens a lock". Effectively avoid the simplification and "one size

fits all” phenomenon of ideological and political education.

Subjects and methods: The establishment of educational goals has shifted from becoming a social citizen to becoming a social citizen and overall development, the construction of educational content has shifted from focusing on social needs to focusing on physical and mental development and individual needs, and the selection of educational methods has shifted from focusing on indoctrination to appropriate and flexible. Psychology provides a basis for the effectiveness of ideological and political education for college students. It is embodied in: setting up educational goals based on positive psychology and the taxonomy of educational goals, and selecting educational content based on humanistic psychology, the theory of recent development areas and the theory of cognitive development. The selection of educational methods and methods based on constructivist psychology, the optimization of the educational process based on attitude psychology, the better coordination of educational elements based on moral psychology, and the better grasp of educational objects based on differential psychology, etc.

Results: The psychological environment is that “the whole situation is the totality of things that can affect the individual concerned.” Psychological environment mainly refers to the mental state of the educational object, namely, emotion and emotional state, which are irrational factors, including emotion, emotion, belief, will and so on. The emotional and emotional psychological tendency requires that the ideological and political educators should observe the emotional changes of the educated and respect human emotions. Enable the educated to accept and internalize the teaching content through psychological experience, and emotionally accept, identify and internalize the teaching content.

The survey adopts a random arrangement method for the items involved in the questionnaire. In the statistical data, the conversion calculation is used to obtain the average score table of the 8 dimensions of the teacher’s volume and the 7 dimensions of the student volume of the effectiveness of college students’ ideological and political education.

Teachers rated the overall effectiveness of college students’ ideological and political education score of 3.10, and the scores of each dimension were ranked from high to low: educational objective effectiveness 3.47, educational content effectiveness 3.38, guarantee system effectiveness 3.33, and educational environment effectiveness 3.31. The effectiveness of educators is 3.22, the effectiveness of educational results is 3.20, the effectiveness of classroom teaching is 2.99, and the effectiveness of educational methods is 2.91.

This shows that college teachers believe that college students’ ideological and political education is generally more effective; the eight dimensions of education goal, education content, guarantee system, education environment, classroom teaching, educators, education results, and education methods are greater than or close to 3.00. Explain that these dimensions are more effective or nearly effective.

Table1. Comparison of Means of Overall Effectiveness (Teacher Evaluation) of College Students’ Ideological and Political Education

| Project | Average | Rank |
|---------------------------------------|---------|------|
| Overall effectiveness | 3.11 | - |
| Effectiveness of Educational Goals | 3.48 | 1 |
| Effectiveness of educational content | 3.39 | 2 |
| Effectiveness of Educational Methods | 2.96 | 8 |
| Classroom teaching effectiveness | 2.99 | 7 |
| Educational environment effectiveness | 3.32 | 4 |
| Educator effectiveness | 3.33 | 5 |
| Guarantee system effectiveness | 3.34 | 3 |
| Effectiveness of Educational Results | 3.21 | 6 |

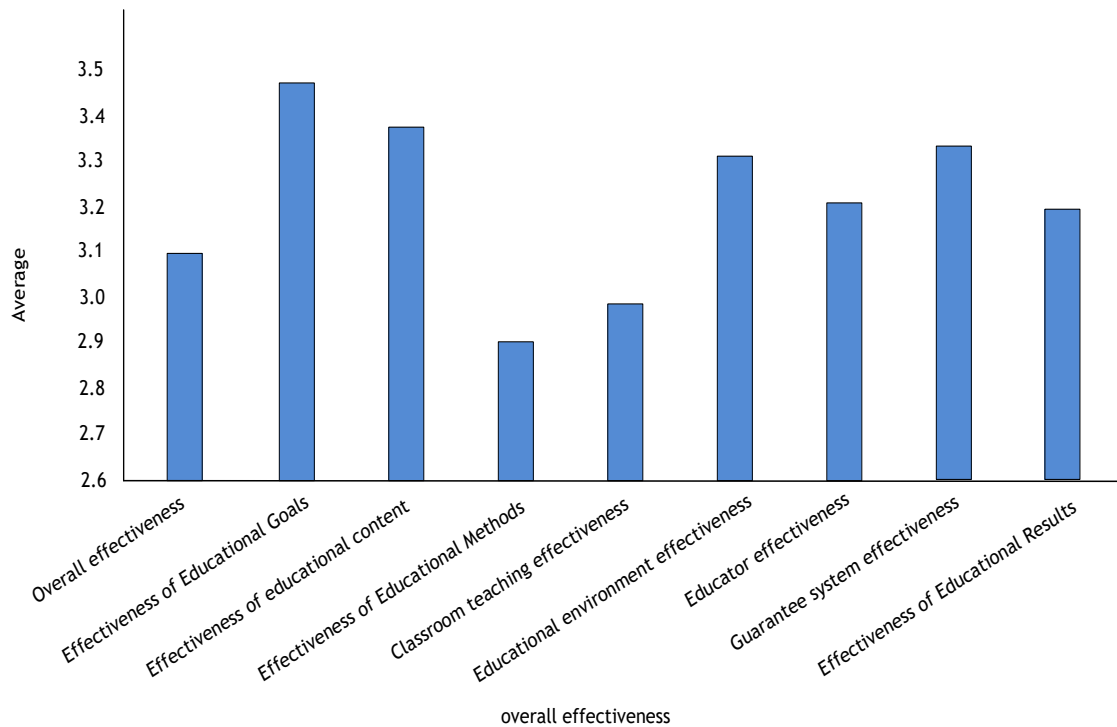


Figure 1. Bar graph of comparison of the overall effectiveness of college students' ideological and political education (teacher evaluation).

Conclusions: Use psychological theory to optimize work methods, improve educational concepts, increase the scientificity and predictability of ideological and political education, and improve the effectiveness of work. The effectiveness of ideological and political education is a developing topic, and it is also a constantly new topic. How educators can use psychological theories to improve the effectiveness of their work is only in the preliminary exploration, which is worthy of in-depth and detailed research by scholars.

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INNOVATION OF E-COMMERCE MARKETING MODE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

Ruilin Cai

Business School, Changshu Institute of Technology, Changshu 215500, China

Background: Cognitive psychology mainly studies the structure of cognitive processes such as perception, attention, learning, memory and thinking. It is a discipline that studies how people perceive, learn, remember and think. On the one hand, the growth of information in geometric progression makes the human brain unable to bear the heavy burden, thus only focusing on the information related to one's own needs, which is unconventional in form or content, while establishing an automatic "defense network" for other information to prevent them from entering the brain's processing center; On the other hand, the diversity of channels to get the same kind of information makes the internal relationship between this kind of information become very important. When information enters the human brain, there is a short memory process, which reminds the central nervous system of the brain that new information needs to be processed. In this regard, from the perspective of cognitive psychology, the basic characteristics of e-commerce marketing is to directly apply the theory, analytical framework and methods of cognitive psychology to conduct research at the level of product category, and most of the research is about the content of consumer knowledge in the marketing process. With the further development of the Internet era, e-commerce marketing has become an indispensable part in the development of contemporary marketing. The turnover of the "double 11" and "double 12" Shopping Festival increases sharply every year. In the process of e-commerce marketing, it is of great significance to understand the hearts of consumers.