

new regulations from the perspective of environmental protection will make some consumers resist and reduce consumption behavior. The results of this study show that after the psychological intervention, the scores of the IWB scale are significantly lower than those before the intervention ($P < 0.05$), indicating that adopting the application mode of environmental protection concept in visual communication design to carry out psychological intervention on community residents can improve the psychological well-being of community residents, thus affecting people's consumption behavior, and further promoting consumers' implementation of environmental protection behavior.

Table 1. Score of IWB scale before and after intervention

	Before intervention	After intervention
Affective index score	6.04	5.05
Life satisfaction score	5.97	5.16
Total score of happiness index	12.47	10.51

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THE IMPACT OF SMART PHYSICAL EDUCATION TEACHING IN COLLEGES AND UNIVERSITIES ON COLLEGE STUDENTS' MENTAL HEALTH AND VALUES

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Background: Most modern college students are about 20 years old. The physical development of college students in this age group is basically completed, but their psychological development is not mature. The psychological characteristics of college students at this age should be sunny, optimistic and positive. Students should have a certain degree of self-control and active learning ability, be able to actively adapt to changes in the environment, actively communicate with others, be full of longing for the future life, face challenges and setbacks without fear of hardship, and rise to difficulties. But now more and more college students have mental health problems more or less, mostly manifested in inferiority complex, depression, unable to control their emotions, etc. In recent years, this phenomenon has become more and more frequent, and even injuries caused by mental health problems have occurred. It can be seen that college students' mental health education is particularly important, but the traditional mental health courses are boring. The combination of intelligent sports and mental health courses enables students to learn mental health knowledge while participating in sports, so as to achieve the purpose of improving students' mental health problems. Smart physical education is the current way to carry out resource reform in physical education. Its development is based on innovative information technology, which can meet the needs of many sports participants and change the way that students in traditional teaching carry out physical exercise. In this way, multiple resources in physical education can be used continuously, so as to strengthen the quality of physical education. At the same time, intelligent sports are also an intelligent and satisfactory way of participation. Its essence is to apply various innovative science and technology to physical education. This can innovate the previous sports management mode, effectively improve the way of sports experience, and finally realize the optimal allocation of sports resources, making sports services more modern. In the teaching of intelligent physical education in colleges and universities, students should not only master a physical skill, but also cultivate their good psychological quality. At the same time of learning sports skills, improve students' teamwork and interpersonal skills. Through the cheerful and relaxed classroom atmosphere of physical education, let students fully relax, help students better control their emotions, reasonably publicize their personality and release pressure. Smart sports are a process of relaxing students' body and mind. By participating in sports, students can not only exercise and learn sports technology, but also experience happiness in sports. Therefore, college physical education plays a positive role in the adjustment of College Students' mental health.

Objective: college students' mental health education is one of the key tasks of college education in recent years. College students' mental health problems have been widely concerned by the majority of students' parents and college workers. In particular, in recent years, there are often injuries caused by college students' mental health problems, which makes college students' mental health education

particularly important. For this reason, colleges and universities must innovate the teaching mode, incorporate smart sports into the course teaching, so that students can have a strong interest in sports knowledge, help students establish a scientific awareness of lifelong sports, and cultivate students' ability to cooperate in teams, actively communicate and reasonably release their emotions. Through the combination of smart sports education and teaching in colleges and universities and college students' mental health courses, it has a positive impact on the mental health of college students.

Subjects and methods: 200 college students in a university were selected as the research objects, and the students were randomly divided into two groups. The experimental group was composed of 100 students and was given the teaching mode of Intelligent Physical Education in Colleges and universities; The control group consists of 100 students. The group does not receive special education, but only daily education. Before and after teaching, the mental quality scale was used to divide the listeners' positive mental quality into 5 dimensions and 10 subscales, with a total score of 5 points. The closer the score is to 5 points, the better the mental quality. Relevant data are calculated and counted by Excel software and SPSS20.0 software.

Results: After the intervention, the scores of all dimensions of psychological quality in the experimental group were significantly higher than those before the intervention ($P < 0.01$), as shown in Figure 1.

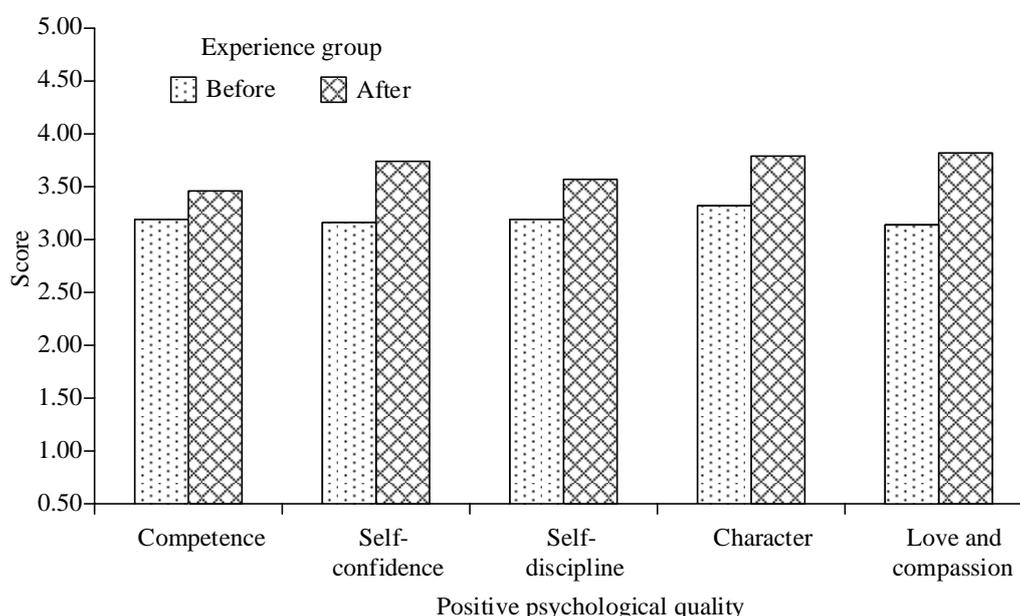


Figure 1. Comparison of psychological factors in experimental group before and after intervention

Conclusions: Through the combination of college intelligent physical education and college students' mental health courses, it can not only bring a positive impact on the development of college students' mental health, but also help college students better control their emotions, improve their interpersonal and team cooperation ability, establish a correct view of love, and reasonably release pressure. The results showed that after the intervention, the scores of all dimensions of psychological quality in the experimental group were significantly higher than those before the intervention ($P < 0.01$). The results showed that after the intelligent physical education teaching mode was given to college students, their learning interest, learning attitude and learning quality were significantly improved, effectively improved their negative psychological emotions, and played a good role in promoting the development of teaching work in colleges and universities.

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RELIEF EFFECT OF BIG DATA MEDICAL TREATMENT COMBINED WITH SMART OLD-AGE CARE ON EMPTY-NEST ALZHEIMER'S DISEASE