

music educational psychology.

Objective: To explore the research field and role of educational psychology, analyze the development status of modern music education, and then discuss the influence of educational psychology in the teaching reform of music education curriculum, so as to provide theoretical support for the reform and development of education in our country.

Subjects and methods: Taking 120 Music Majors in a university as the research object, the students were divided into two groups of 60, namely the experimental group and the control group. The psychological demands of 120 students in music teaching were counted and improved in music education. The students in the experimental group accepted the improved music course teaching, and the students in the control group chose the traditional music course teaching. The experimental test lasted for 6 months, and the students' psychological changes and achievements were recorded.

Results: As shown in Table 1, it shows the scores of various evaluation indexes of the experimental group and the control group after 6 months of study. The evaluation index has a score of 1-10. The higher the score, the better the students' performance. After six months of experimental test, the performance of students in the experimental group improved significantly.

Table 1. After 6 months of study, the scores of each evaluation index of the experimental group and the control group

Performance and psychological indicators	Control group (n=10)	Experience group (n=10)
Course achievement	4	7
Learning enthusiasm	3	6
Confidence	4	8
Student willpower	4	7
Subject interest	3	6

Conclusions: Educational psychology is an important research content of the development of modern education, especially when China's education is facing the period of reform and innovative development. Educational psychology has a far-reaching impact on China's educational development. Through the study of people in the environment of educational psychology and the factors affecting educational development, it will reveal the laws and characteristics of educational development and promote the development of education more effectively. The experimental results show that in the six-month music teaching control experiment, the students in the experimental group adopt improved teaching methods, their learning quality and psychological indicators feel significantly improved, and the students in the control group have little change in each index. It shows that the research of educational psychology can optimize the teaching content and realize the effect of promoting the development of education.

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THE INFLUENCE OF THE DEVELOPMENT AND IMPROVEMENT OF SPORTS LEISURE TOURISM INDUSTRY ON CONSUMERS' PSYCHOLOGY

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Background: Consumer psychology mainly refers to the general term of consumer psychology and purchase psychology. In the field of psychological research, consumer psychology is an important branch of psychological research. It is mainly a discipline that studies consumer behavior. Through the research of consumer psychology, it explains, observes or predicts consumer behavior, and is committed to exploring the psychological phenomenon held by consumer psychology and its regular changes. In the research of consumer psychology, consumer purchase behavior is one of the important influencing factors of consumer psychology, and consumption behavior mainly refers to the consumption activities made by consumers in order to achieve or achieve consumption goals under the control of corresponding psychological activities. With the continuous growth and development of China's economic market, the research on consumer psychology has an important impact on promoting the development of market economy and adjusting the layout of industrial chain. According to the research on consumers' psychology, mining consumers' potential purchasing power and predicting economic consumption behavior according to consumers' psychological needs and psychological changes will have an important impact on the development and layout of modern

enterprises.

Tourism industry occupies a very important position in China's economic development. With the continuous improvement of modern people's material and living standards, more and more people spend their leisure time through tourism and drive the economic development of China's tourism related industries. Sports leisure tourism industry is a new type of tourism industry, which is different from the traditional tourism industry. Sports tourism industry grasps the psychological needs of consumers, boldly innovates in the traditional tourism industry, and becomes the new favorite of modern tourism industry. The sports leisure tourism industry combines the traditional tourism content and integrates sports, leisure and other tourism projects into tourism and sightseeing. In tourism, it can not only alleviate the mental fatigue of consumers, but also cultivate the sentiment of consumers, and exercise the physical and mental quality in sports leisure tourism projects. At present, China's sports leisure tourism industry has not sprung up all over the country. Considering that the sports leisure tourism industry is still a new type of tourism project, in the development of sports leisure tourism industry, it is necessary to make reasonable layout and planning in combination with regional economic development, sports culture publicity and consumers' psychological situation, so as to better meet consumers' tourism desire and promote the development of tourism industry. Therefore, this paper analyzes the relevant theoretical research contents and functions of consumer psychology, and then discusses the impact of the development of sports leisure tourism industry on consumer psychology, so as to promote the better transformation and development of China's tourism industry.

Objective: To explore the relevant theories and research purposes of consumer psychology, analyze the development status of sports leisure tourism industry, and then discuss the impact of the development of sports leisure tourism industry on consumer psychology.

Subjects and methods: 200 tourism enthusiasts were randomly selected as the research object in the society. 200 questionnaires were distributed in the form of questionnaire survey, and 200 questionnaires were recovered, with a recovery rate of 100%. The questionnaire refers to the psychological needs of consumers, scores traditional tourism and sports leisure tourism, and uses Excel to evaluate the impact of sports leisure tourism industry on consumers' consumption psychology.

Results: As shown in Table 1, it is the questionnaire survey results of 200 researchers, of which the score is 1-10. The higher the score, the more positive the psychological performance of consumers, the greater the interest in the tourism industry, and the positive impact on the psychology of consumers. The survey results show that 200 tourism enthusiasts have a strong interest in the new sports leisure tourism industry. At the same time, the vast majority of tourism enthusiasts express their acceptance of this innovative tourism project content, while the traditional tourism projects have a low score and have a low psychological attraction effect on tourism consumers.

Table 1. It is the questionnaire survey results of 200 researchers

Consumer psychological evaluation index	Traditional tourism	Sports culture tourism
Consumer interest	82.0	89.0
Consumer enthusiasm	83.0	89.0
Consumer willingness	82.0	90.0
Consumer mentality	85.0	91.0

Conclusions: Consumer psychology is a complex psychological research discipline. The research field includes consumer psychology, consumer behavior and all factors affecting consumer consumption. Through the research on consumer psychological activities, tap the potential consumption power of consumers and affect consumer activities. With the continuous development of China's tourism industry, more and more tourism developers have developed targeted tourism industry through the research on consumer psychology, attracted a large number of tourism consumers and promoted the development of the industry. The experimental results show that the new sports leisure tourism industry is more used by tourism lovers. At the same time, it is found that most tourism lovers express their willingness to accept this new form of tourism, and the indicators of consumer psychology of the research object are high, indicating that the sports leisure tourism industry has a positive impact on consumer psychology and can promote the innovative development of China's tourism industry.

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THE INFLUENCE OF MIXED TEACHING MODE OF ANIMATION SPECIALTY IN COLLEGES AND UNIVERSITIES ON STUDENTS' AESTHETIC THINKING AND LOGICAL ABILITY

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Background: Thinking obstacle refers to the process of objective things acting on the human brain. Due to the confusion of the starting point of thinking, the fuzziness of thinking image, the deviation of thinking direction, the confusion of thinking logic and the interference of thinking, it is difficult for the human brain to show the normal thinking results of objective things, so that the content range and speed range exceed the normal standard. Thinking disorder can be divided into thinking process abnormality and thinking content abnormality, which is specifically reflected in the lack of due logic in the connection of semantics. Among them, logic disorder is a more common form of thinking disorder. Thinking logic disorder has many symptoms such as poor thinking, slowness, compulsive thinking, pathological restatement and delusion. It is often manifested in pathological symbolic thinking, new words, logical fallacy thinking and sophistry thinking. Its essence is that individual thinking deviates from ordinary people in the process of information processing and processing, which will not only affect individual thinking and cognitive ability. It will also have a negative impact on its overall thinking set, lack of objectivity in the evaluation of things, and affect the depth and breadth of individual thinking ability.

As one of the manifestations of thinking logic, aesthetic thinking logic will have a great impact and restriction on individual aesthetic judgment, aesthetic perception and aesthetic understanding. The aesthetic psychology and aesthetic ability of different individuals at different stages have great differences and individual characteristics, and the phased characteristics are obvious, which are affected by age structure, social experience, mental health status, mode of thinking and cognitive level. Aesthetic ability refers to the comprehensive emotional experience obtained by the perceptual object in the aesthetic experience. It is the subjective reflection of objective things. Students majoring in animation in colleges and universities mostly learn knowledge by senses in teaching practice, and the major has high requirements for students' individual aesthetic ability and thinking logic ability, requiring them to have professional practical ability such as integrating knowledge and independent design. However, in the process of animation teaching in colleges and universities, the singleness of teaching means and the solidity of teaching objectives limit students' thinking ability, and the improvement of teaching courses does not start with the psychological needs of some students with thinking logic obstacles, which inevitably leads to negative emotions and psychological problems in the learning process, and also limits the improvement of students' aesthetic thinking logic ability to a certain extent. Therefore, the research explores the influence mechanism of the mixed teaching mode of animation major in colleges and universities on students' aesthetic thinking logic ability, in order to improve students' mental health level and aesthetic thinking ability.

Subjects and methods: Through the basic information collection and grade evaluation of the mental health status and aesthetic thinking logic ability of the students majoring in animation in a university, and then take the students with aesthetic thinking logic obstacles as the research object. The selection standard is that it is difficult for the students majoring in animation to make correct aesthetic evaluation and logical expression of animation works. Based on the research and analysis of the problems existing in the current animation teaching in colleges and universities and the aesthetic logic obstacles of the research object, the improvement of animation teaching classroom is realized with the help of relevant psychological theories, that is, the mixed teaching scheme is put forward by introducing data technology to enrich teaching means or group teaching or mutual evaluation of students according to students' characteristics. Then the research objects are divided into teaching improvement group and teaching routine group. The teaching improvement group adopts the teaching mode proposed by the research for teaching activities, while the teaching routine group adopts the original normal teaching mode for teaching. The experiment lasted for two months. After the experiment, the mental health status and aesthetic thinking logic ability of the subjects before and after the experiment were sorted and counted with the help of scale tools and animation evaluation. The Likert scale score is used to grade the impact degree of the impact score of the scale, that is, it is quantified by giving five integers of 1, 2, 3, 4 and 5 according to no impact, slight impact, general impact, obvious impact and full impact respectively. Statistical analysis tools are used to analyze the differences of experimental data. At the same time, in order to ensure the objectivity and accuracy of the scale scoring data, the experimental data are averaged and appear in the form of mean \pm standard deviation.

Results: The experimental results show that the research objects with different teaching methods show