

education on children under the background of educational psychology, and provides important theoretical reference for the development of preschool education.

Subjects and methods: The research take 100 children in a kindergarten as the research object. Through the research on children’s interests, physical and mental development characteristics and interest needs, it carries out a special diversified interactive teaching model, in which four measures will be taken to improve the teaching effect. The experiment lasts for four months. PASW18.0 software package and Excel 2007 were used to process all the data, and the psychological activities of children before and after the experiment were evaluated based on the indicators of educational psychology scale.

Results: Table 1 shows the psychological changes and performance results of children after four months of teaching experiment. The evaluation score is 1-8. It can be seen that according to the consideration of children’s development characteristics, interests and hobbies, effective multiple interactive teaching mode is adopted, and four measures are adopted for intervention. Before and after the experiment, children’s psychological indicators and achievements have changed greatly, and have made a positive impact.

Table 1. The results of psychological changes and scores of children after four months of teaching experiment

Positive psychology	Before teaching	After teaching	<i>P</i>
Cooperation ability	2	7	<0.05
Communication skills	1	7	<0.05
Teaching performance	2	8	<0.05
Interest index	1	7	<0.05
Satisfaction	2	8	<0.05

Conclusions: The application of educational psychology involves all aspects of education. Therefore, in modern education, it is necessary to fully explore the various psychological characteristics and influencing factors of people in the educational environment. Only through the excavation of people’s psychological characteristics and interest needs, can we continuously optimize and improve the teaching content, which can be conducive to the development requirements of students and drive the development of Canadian education. The experimental results show that the four-month multi-element interactive teaching has achieved a very good application effect in early childhood education, students’ psychological indicators have been improved, and children’s classroom performance has also made great progress. The content of the study has important reference value for the development of preschool education.

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DISCUSSION ON THE DEVELOPMENT MODEL OF FOREST HEALTH BASE FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: In modern commodity marketing, the study of consumer psychology is conducive to systematically revealing the relationship between consumer psychology and consumer activities, and achieving the purpose of promoting the development of consumer activities through effective marketing means. Consumer psychology is an important branch of psychology. The main content of the study is the psychological characteristics of consumer consumption activities and the research process of psychological activities. The study of consumer psychology first needs to clarify what is consumption. Consumption mainly refers to an economic behavior that human beings meet their own needs through consumer goods. In the process of consumption, the psychological changes of consumers will have an impact on the development of consumption activities. In the study of modern consumer psychology, consumer psychology presents diversified psychological characteristics. In the study of consumer psychology, it is necessary to elaborate and study consumer psychology and consumer behavior step by step. Through the mastery of consumer

consumption characteristics and psychological activities, the adjustment of consumer demand will better meet the psychological characteristics of consumer groups and improve the effect of consumer activities. Combined with the consumption characteristics of modern people, different groups and ages have great differences in their consumption psychology, so the marketing measures taken in sales activities are also different. For today's young consumer groups, the differences in personal thoughts, values and consumption ideas also have obvious differences in consumption activities. For example, the consumption psychology of most young groups includes personalized psychology, conformity psychology, developmental consumption psychology, etc. As a country with a large population, China's elderly consumer groups occupy an important position in China's consumer market, and the development of forest health care base is to seize the psychological characteristics of elderly consumers' health care consumption, and capture the praise of a large number of consumers.

Forest health care is a branch of modern health industry. It is a relatively new health care industry. It has been favored by an elderly group since it was launched. Different from the traditional elderly health care industry, the forest health care industry is a brand-new health care industry, which not only meets the green and healthy development requirements of modern consumers, but also provides rich health care supporting projects for elderly consumers, breaking the limitations of the traditional health care industry. In the development mode of the forest health base, relying on green forest resources and taking the forest as the base construction foundation, a variety of health care service functions are integrated into it, including health care and leisure content, beauty and fitness content, sports and medical content, and combined with the complete supporting functions of tourism and leisure, vacation, recuperation and health care, so as to meet the consumer psychological needs of different elderly groups. Through the research on the consumption psychology of the elderly group, it is found that the elderly group prefer the health industry with green environmental protection, leisure and tourism characteristics, and the forest health care is the excavation of the psychological characteristics of the elderly consumer group. The introduction of the development model of the forest health care base not only drives the development of the regional tourism economy, but also drives the progress of China's tourism industry.

Objective: This paper discusses the related concepts and application value of consumer psychology, analyzes the development mode and characteristics of forest health industry, and then discusses the positive impact of forest health industry on China's health industry based on consumer psychology. The research on the consumption psychology of the elderly and the continuous innovation of China's health industry will certainly provide important reference for the development of China's health industry.

Subjects and methods: The study randomly selected 120 elderly people from the society as the research objects, and divided them into two groups: the experimental group and the control group, with 60 people in each group. The control group experienced the traditional health industry, while the experimental group experienced the forest health project for four months. In the four-month health industry experience, PASW18.0 software package and Excel 2007 will be used to process all data, and consumer psychology scale will be used to evaluate the psychological indicators of consumers before and after the experiment.

Results: Table 1 shows the changes of consumers' consumption psychology after four months of the experiment. There are great differences in consumption evaluation between the two health project experiences. Among them, the forest health care project used in the experiment is more popular with elderly consumers, and various psychological indicators have been significantly improved. The overall experience effect is better than the traditional one, and is more popular with consumers.

Table 1. Comparison results of students' psychological grade changes

Survey object		Before teaching	After teaching
Experience group	Satisfaction	2	8
	Experience effect	2	8
	Willing to recommend	2	8
	Health value	1	2
Control group	Satisfaction	1	3
	Experience effect	1	2
	Willing to recommend	0	4
	Health value	1	5

Conclusions: Consumer psychology is a subject that studies the process of consumer activities. By studying the psychological characteristics of characters in the consumer environment and adopting necessary marketing strategies, we can achieve the promotion effect of sales activities. However, with the development of modernization, the consumption concepts and attitudes of the young and the elderly are

fundamentally different. According to the research on the elderly consumer groups, the development of forest health care industry is favored by the elderly consumer groups. The experimental results show that in the four-month health project experience, the forest health project is more popular with consumers, and consumers' psychological indicators are better. The research content plays a positive role in promoting the development of China's health industry.

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RESEARCH ON THE APPLICATION OF TRADITIONAL MUSIC EDUCATION IN COLLEGE STUDENTS' PSYCHOLOGICAL ADJUSTMENT

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Background: In the study and life of colleges and universities, students will have a variety of negative emotions, such as exam anxiety, learning avoidance, depression and so on. There are many reasons for college students' negative emotions, mainly including excessive learning pressure, high expectations of students and their families, employment pressure and so on. Among them, excessive learning pressure means that in colleges and universities, great changes have taken place in the way of learning. Some students' academic performance has declined and is not ideal because they cannot adapt to the changes in teaching mode and learning method, which has led to students' learning anxiety, examination anxiety and other psychological pressures. Secondly, students and their families have high expectations of students: some students and their families have high expectations of students and hope that students can achieve better results in the learning process of colleges and universities. When students' performance cannot satisfy themselves and their families, students will have panic, self-reproach and other psychology, which will cause students' psychological anxiety. Finally, the pressure of employment: college students are about to step into the society and face employment. Most college students have not been exposed to social life. They are confused and afraid about their future life. They worry that they cannot choose a better job, which leads to employment anxiety.

In the process of the continuous promotion and development of quality education, the status of music education in colleges and universities has been paid more and more attention. College music education can play the effect of music therapy, so as to alleviate students' negative emotions and play the role of psychological adjustment. Music therapy is a comprehensive applied psychotherapy method integrating music, medicine and psychology. Its principle is: through the changes of sound, rhythm and melody to adjust the audience's emotions, it also has a certain adjustment effect on people's physiological functions, so as to alleviate students' negative emotions and play a role in psychological adjustment. Traditional music is a very important part of our national music and plays an important role in music education in colleges and universities. This paper discusses the application effect of traditional music education in college students' psychological adjustment, and designs experiments to verify it, hoping to find an efficient, economic and practical way for college students' psychological adjustment, and make a certain contribution to the healthy growth of students' body and mind.

Objective: In the study and life of colleges and universities, students will have a variety of negative emotions, such as exam anxiety, learning avoidance, depression and so on. This paper discusses the application effect of traditional music education in college students' psychological adjustment, and designs experiments to verify it, hoping to find an efficient, economic and practical way for college students' psychological adjustment, and make a certain contribution to the healthy growth of students' body and mind.

Subjects and methods: Experimental research was conducted in a university in C City. Through voluntary registration, 82 students were selected for this experiment. The selected students are divided into two classes, class A and class B. For college students in class A, traditional music education in colleges and universities is added to the curriculum system, with two class hours per week. For college students in class B, there is no traditional music education in the curriculum system. After the same teaching period, the students' psychological stress and anxiety were tested.

Results: The College life Self-rating Anxiety Scale (CSAs) for college students was compiled by combining the symptom checklist and the anxiety self-assessment scale to evaluate the psychological anxiety of