

psychology in listening, speaking, reading and writing skills. The conclusion of the comparative analysis shows that excessive anxiety will have a certain negative impact on students' behavior and academic performance. Teachers should try their best to reduce the anxiety of college students in learning through effective methods, and provide a relaxed learning atmosphere for college students' English learning.

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INVESTIGATION ON THE PSYCHOLOGICAL STATUS OF SOCIAL EXCLUSION OF THE ELDERLY IN RURAL INSTITUTIONS

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In order to maintain a basic life, the proportion of the elderly in rural areas is high, and they are still the main force of most farming. Compared with their children before they went out to work, their farming burden was increased, but their remuneration was not much higher. The spiritual emptiness and loneliness of the left behind elderly in rural areas have become a common phenomenon. Due to scattered residence, insufficient development of social organizations and limited radiation of elderly activities, especially the rural elderly living alone in deep mountain areas are very easy to fall into a self closed psychological state. Therefore, measures should be taken to strengthen the ideological education for the elderly, enhance the density of rural elderly care institutions, and enhance the sense of security of rural elderly for institutional elderly care, so as to solve the problem of rural elderly excluding institutional elderly care, and promote the development of institutional elderly care in rural areas. The income of rural elderly is relatively low, their purchasing power and desire for market services are relatively low, and their acceptance of "mutual pension" services is relatively high, which is also one of their outstanding advantages.

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USER RESISTANCE PSYCHOLOGY AND PSYCHOLOGICAL FACTORS IN ARTIFICIAL INTELLIGENCE SELF-SERVICE

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Psychology is a science that studies the law of human behavior and psychological activities. Since the emergence of human beings, we have paid attention to human psychology and behavior. Psychology analyzes human behavior and psychology through scientific methods, mainly including observation, investigation (questionnaire and interview), test, experiment and so on. The external validity and effectiveness of these methods are also questioned because they select limited and representative research objects for research in a certain period of time, and then extend the conclusions to the same group. Taking personality prediction, active suicide intervention and public opinion analysis of Qingdao prawn incident as examples, this paper introduces the application of artificial intelligence big data in the field of psychology. Research shows that when using big data to analyze relevant psychological indicators, we should pay attention to protecting users' privacy and use big data and artificial intelligence technology reasonably and legally.

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RESEARCH ON THE VALUE ORIENTATION OF CULTURAL WILL ACTION PRACTITIONERS IN NETWORK MEDIA INDUSTRY

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The current media culture is a symptom in the process of modernity. After 40 years of reform and opening up, the modernization of material form has reached a new stage, and the social modernity and cultural modernity have thus reached a new stage. New media is the product of the development of the

times and the "new force" to promote social development. Its importance and influence are self-evident. Since the 18th CPC National Congress, new media management has been raised to the national strategy. And launched a series of policies to strengthen the management of new media. As a relatively special social organization, new media has unique rights. This paper studies and analyzes that new media practitioners also have certain professional advantages and play a leading role in guiding public opinion. At the same time, it analyzes the products of instrumental rationality in the process of the overall operation of society. The various manifestations of current media culture can also be regarded as the by-products of instrumental rationality in the overall operation of society.

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THE RELATIONSHIP BETWEEN EMOTION REGULATION IN CLASSROOM TEACHING AND PSYCHOLOGICAL COMPATIBILITY OF TEACHERS AND STUDENTS

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With the gradual implementation of curriculum standards at all levels and types of schools in China and the deepening of educational psychology research, people have become aware of the important role of emotional factors. The influence of teachers' classroom teaching emotions on teaching effectiveness is very important. The classroom is a place where life meets and hearts meet; the classroom is a place for questioning and asking questions, a platform for dialogue and exchange; the classroom is the place where the influence of education is most concentrated and profound. And such a classroom is generated, cannot be preset, and especially requires the educational wisdom of teachers. Teachers impart not only knowledge to students, but also emotions, emotions and feelings. This paper proposes a teaching model for emotional regulation, aiming to implement the idea of quality education, explore a complete and humanized teaching mode that is consistent with quality education, and cultivate talents with healthy physical and mental development. In order to verify the feasibility and effectiveness of this model in university teaching classroom teaching, the teaching intervention of emotion regulation teaching mode is studied by comparing questionnaires against on-site teaching experiments before and after. The results show that the emotional regulation teaching mode has a significant effect on improving students' ability to innovate; emotional regulation teaching is easier to create an atmosphere of emotional integration between teachers and students and between students than the traditional teaching mode, creating a pleasant, relaxed and harmonious teaching environment, and greatly improving the teaching effect.

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THE INFILTRATION OF MEMORY THINKING IN ENGLISH TEACHING, PSYCHOLOGICAL PRACTICE VALUE AND METHODS AND STRATEGIES

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Now China's education reform has begun to be carried out in a more in-depth direction. Both social and educational departments pay more and more attention to students' mental health growth. Therefore, in this context, what English teachers in junior middle school should do is to take quality education as the center and combine the actual situation of students to create a scientific and effective goal of psychological quality. At the same time, in the process of English teaching, teachers should also try to use a series of ways such as suggestion and counseling to improve students' psychological quality. Promote the development of students' mental health, so that students can form excellent and healthy mental quality in this process. But now some English teachers in junior middle school think that their teaching task is to explain the knowledge points, and they don't pay too much attention to the penetration of mental health education, which is not conducive to the mental health development of students.

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