the quality of their solutions. The competitive environment in the bidding process is also an important factor affecting the solution quality of service providers. Thirdly, this paper defines the concept of successful experience, puts forward and verifies the regulatory effect of successful experience on the relationship between network interaction and user innovation quality. Fourth, strengthen positive cognitive education, carry out targeted difficult education, correctly guide positive emotions, turn some blindly optimistic impulsive emotions into rational motives, and guide them to carry out relevant activities according to their own advantages and characteristics. The second is to clarify the goal of incentive through examples. Regularly hold successful model sharing, experience introduction, project display and other activities, establish a successful model of positive emotion, clarify the specific objectives of entrepreneurial activities, form a strong psychological motivation, stimulate internal potential and help the realization of entrepreneurial behavior. Fifth, strengthen professional guidance and make the motivation of winning the bid behavioral. Give full play to the full play to the concentration of professionals, have a high degree of intelligence and professional knowledge in the business field, and have obvious talent and intellectual advantages. Experts and scholars can be organized to establish a professional bid winning guidance team, give full play to the business projects of experts and scholars in their respective fields, and carry out scientific research on entrepreneurial projects.

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EDUCATIONAL EXPECTATION, EDUCATIONAL INVESTMENT AND EDUCATIONAL PERFORMANCE OF MIGRANT CHILDREN – FROM THE PERSPECTIVE OF EMOTIONAL BEHAVIOR CHANGE

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Background: Educational expectation has a certain impact on the educational performance of migrant children, which can be achieved through the establishment of expected objectives and educational investment of migrant children, so as to improve the educational performance of migrant children. The education quality of migrant children has many complex factors in both macro and micro aspects. Macroscopically, it is affected by factors such as education policy and social integration, and microscopically by schools and families. In addition, educational expectation is the expectation of parents or children for the future of education, which has an important impact on educational investment. At the same time, with the development of migrant children's education, the changes of children's related emotional behavior are also advancing.

Subjects and Methods: According to China Education follow-up survey (CEPs) (2014-2015), the subjects were migrant children who lived in the household for more than 6 months and under the age of 16. Based on fcs-p-eip theory, this paper analyzes the relationship between educational expectation, investment and educational performance in four environments by constructing structural equation model and using Amos 22.0 statistical software. We also searched the databases of CBM, VIP, CNKI, Wanfang Data, PubMed, web of science and EBSCO based on the computer to collect relevant studies on the characteristics and changes of emotional behavior of older children. The retrieval time limit is from the establishment of the database to December 31, 2019. After two researchers independently screened the literature, extracted data, and evaluated the bias risk of the included study, the results of the included study were summarized by qualitative analysis.

Results: In the EIP structure, parents' educational expectations were significantly correlated with migrant children's educational performance, and educational investment as an intermediary had a significant impact on educational performance. After adding other environment related variables, it is found that education policy has a negative impact on children's educational performance; Community and school conditions have a positive impact on educational performance; Educational expectation is an important intermediary variable affecting educational performance. Children's anxiety, confrontation, attachment and other behaviors show three different patterns over time. The results of two children's emotional studies show that when parents' educational expectations are too high, children are easy to show negative emotions.

Conclusion: With the help of Chinese education tracking data and structural equation, this paper draws some conclusions. Through the parents' attention to the education of migrant children, the state strongly supports the education of migrant children, and provides good community and educational conditions to effectively improve the educational performance of migrant children. Firstly, the limitation of education policy is a negative variable that affects the educational expectation and performance of migrant children. At the same time, migrant children may also have unfair psychology, which will also have a negative impact on communication and psychological performance. Secondly, educational expectation is an important intermediary variable affecting educational performance. Parents' educational level and family economic status can help children choose high-quality educational resources, improve educational expectations, and then affect educational performance. Third, quality community and school conditions have a positive impact on educational expectations and performance. The higher the quality of the school, the higher the educational expectations of parents and children. Finally, the family structure dominated by one-child in China will also affect children's emotional changes, resulting in the inconsistency between parents and children's expectations for the future. More social support should be given to children's psychological and emotional changes.

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CURRICULUM DESIGN OF VIRTUAL SIMULATION EXPERIMENT OF THERMISTOR TEMPERATURE MEASUREMENT CHARACTERISTICS BASED ON EDUCATIONAL PSYCHOLOGY

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Background: In order to meet the social demand for applied and innovative talents and meet the “advanced, innovative and challenging” university education standard of the Ministry of education, colleges and universities continue to explore new training modes and teaching forms. High quality experimental teaching plays an important role in cultivating students’ practical ability and innovative ability. Thermistor is an important category of sensors. Through experimental operation, students can effectively understand and master its physical structure, working principle and application characteristics.

Subject and Method: In order to overcome the disadvantage of limited resources of traditional thermistor equipment, the design of this virtual simulation experiment follows the principle of “maximum authenticity, combination of virtualization and authenticity”. From the perspective of educational psychology, taking the temperature control link of central heating and air supply system as the background, the experimental steps are designed around the thermistor, and the students are guided to carry out the temperature measurement characteristic experiment of thermistor in combination with the knowledge points such as PID control algorithm and single chip microcomputer data processing. Each step of the experiment is designed to test students’ mastery of corresponding knowledge and skills. In addition, by scientifically simplifying and virtualizing each link of the gas supply system, on the premise of ensuring the integrity of the process and the authenticity of the experience, the experimental steps outside the scope of the “sensor” course are still “achievable” for the experimenter. Form the whole process of communication before, during and after the experiment to effectively explain knowledge to students. Before the experiment, students should learn the theoretical knowledge, precautions and operation skills required by the experiment. During the experiment, students should understand information, make plans and collect data; After the experiment, students and teachers make full use of the scattered time segments to communicate on the problems in the experiment.

Results: Students can query the technical data, choose the design scheme, observe the experimental results, deepen the understanding of thermistor knowledge, improve the engineering practice ability, and get rid of the limitations of time and space in the process of repeatedly “making mistakes” and “correcting mistakes”. The project can completely copy a system through virtual instrument. No physical heat source, no equipment performance degradation, no special safety control requirements, and no restrictions on equipment resources, site and time. It can effectively solve the problems that thermistor is easy to cause performance attenuation, precision decline and affect the effect of experimental teaching.

Conclusion: After long-term use, the experimental design will not lead to the decline of component performance and material consumption. The experimenter can remotely complete the experimental operation anytime and anywhere through the computer connected to the network, so as to obtain the sensory experience close to the actual operation of the experimental equipment. In short, we should carry out relevant combination of industry and education according to our own advantages and characteristics. Make clear the goal of motivation by example, and regularly hold activities such as successful model sharing, experience introduction and project display, so as to set a successful example for positive emotions, clarify the specific objectives of the activities, form a strong psychological momentum, stimulate internal potential and help the realization of positive behavior. We should strengthen professional guidance, give full play to the concentration of professionals, high intelligence, professional knowledge in business fields, and give full play to the advantages of talents and intelligence. We can organize experts and scholars to establish a professional bid winning guidance team, give full play to the business projects of experts and scholars in their respective fields, and carry out scientific research on relevant projects.

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EMOTIONAL REGULATION FACTORS OF IMPULSE BUYING AND CONFORMITY PSYCHOLOGY

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Background: The existing research on impulse buying behavior mainly discusses the influence of external stimuli on impulse buying intention, while there is less research on the internal psychological factors of impulse buying behavior. This paper aims to explore the psychological process of consumers’ compliance with impulsive purchase after reading online word-of-mouth, as well as the regulatory effect of impulsive purchase intention and purchase constraint.

Research Objects and Methods: Taking belief, desire and willingness behavior as the research object, this paper discusses the influence of conformity psychological process on impulsive purchase behavior, as well as the regulatory effect on product demand cognition and purchase constraints. We design a structural equation model from four dimensions: compliance, product desire, impulse purchase intention and product demand cognition. Through this model, we verify the causal relationship between dimensions, the impact of impulsive purchase intention on impulsive purchase behavior and the adjustment of purchase constraints. Through an online survey, 616 valid questionnaires were collected from consumers who had at least online word-of-mouth experience in the past six months.

Results: Consumers’ compliance after reading online word-of-mouth had a positive impact on product desire. Consumers’ product desire has a positive impact on impulsive purchase intention. Impulse purchase intention has a positive impact on impulsive purchase behavior. Purchase constraints have a negative regulatory