

monthly income, etc. are the main factors that cause employees' psychological problems. In daily work, employees have fewer opportunities for promotion and lower wages, and wages are rising very slowly, with very few rewards, resulting in low enthusiasm for employees. At the same time, employees have no sense of belonging and collective honor, which leads to a decline in the quality of personal life and lack of safety. Therefore, it is necessary to attach great importance to the mental health of employees in daily work.

In the survey results, five levels from 0 to 4 are used to quantify the impact of specific factors. 0 means irrelevant, 1 means slight influence, 2 means normal influence, 3 means obvious influence, 4 means sufficient influence, in order to reduce the impact Individual subjective causes large errors. Take 600 employees' evaluation values and average them, and the results are determined by rounding off. The specific statistical table is shown in Table 1.

Table 1. Anxiety and depression of employees and their influencing factors.

Factor	Gender	Age	Education	Marriage	Monthly income
Small companies	4	3	4	3	4
Medium-sized enterprise	3	3	3	3	4
Large enterprise	3	4	3	3	4

Conclusions: The overall mental health of employees is relatively high, and the ways to cope with stress are more mature, but the level of social support is moderate. Mental health and emotional state are closely related to employees' performance and work efficiency. Therefore, companies can use some forms of training, salons, consultations, etc. to further improve employees' positive response methods, such as solving problems, asking for help, and reducing negative or mixed response methods. It can also provide support, convey care, or create Relevant atmosphere can improve employees' social support feelings. Individual employees can also improve their social support by expanding their social circle, making a few close friends, and being brave to ask for help. In short, the incidence of anxiety and depression among enterprise employees is relatively high. If they do not adjust their mentality in time and face the reality, serious mental health problems will be caused. Therefore, enterprises are called upon to establish and improve the psychological pressure relief mechanism of employees, establish psychological guidance institutions, strengthen mental health education for employees, carry out diversified corporate cultural activities, broaden the channels for releasing psychological pressure, and strive to create a harmonious corporate humanistic environment.

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THE INTERVENTION EFFECT OF PAINTING ART THERAPY ON JUVENILE MENTAL DEPRESSION

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Background: Modern society has rapid economic development and fast-paced life. People are under great pressure in their studies and life. Both adults and teenagers can easily become victims of depression. Adolescents are more likely to become patients with depression due to factors such as emotional fragility and excessive academic pressure. According to statistics from the World Health Organization, global child mental disorders will increase by 50% by 2020, and the incidence of depressive disorders in adolescents will be as high as 2% to 8%. In recent years, the mental illness of young people has become increasingly prominent, and it is not optimistic.

Art therapy is a method of treatment that helps participants grow through planned and purposeful treatment programs through a variety of artistic expressions such as painting, music, dance, etc. as the medium. Art therapy in a narrow sense refers specifically to painting therapy. Painting therapy can reduce and eliminate the individual's defense mechanism, and encourage the individual to express cognition, emotions and inner thoughts. It can soothe the individual, divert the individual's attention to pain and anxiety, and increase the individual's self-confidence and motivation. The theoretical basis of painting art therapy is based on the theory of mental projection and the theory of human hemisphere division of labor. Art therapy has been used in the treatment of adolescent depression for more than 100 years. At present, painting art therapy has varying degrees of curative effect on improving individual depression and anxiety

symptoms, social function, self-concept, cognitive function, and vague physical complaints.

Objective: The incidence of depressive disorder in adolescents is high, with various symptoms and complex manifestations. The current methods of treating depression mainly include drug therapy, psychotherapy and physical therapy. However, due to the high incidence of depression, high recurrence rate, high disability rate, high suicide rate and other characteristics, the results of drug treatment alone are not ideal, and long-term drug compliance is poor, and the recurrence rate and disability rate are high. Painting analysis and treatment is one of the most representative methods of expressive psychotherapy. It provides patients with non-verbal expression and communication opportunities. Through the creation process and works of painting, it helps painters analyze their subconscious emotions and conflicts. So as to achieve the effect of counseling or treatment.

Subjects and methods: The art psychotherapist conducted a three-month painting psychoanalysis and treatment for the experimental group of patients, and taught painting precautions on each painting theme, which was carried out once a week, each time about 40 minutes, a total of 12 times. One theme painting at a time, the first time and the last time to complete the house tree people. For the other 10 treatments, each treatment has a theme, in order: my home, my friend, my future, clip art, upside down painting, landscape painting, body painting, mandala, traditional painting, music painting. Control group: only receive antidepressant medications and no special psychotherapeutic interventions.

Study design: Comparison of general data between the two groups. The study group has 20 males and 30 females, with an average age of (20.5±4.5) years and an average duration of (3.8±0.4) years; the control group has 28 males and 22 females, with an average age of (20.0±4.8). Years old, with an average duration of (3.5±0.8) years. There was no statistically significant difference in gender, age, and course of disease between the two groups of patients ($P>0.05$), and they were comparable.

Methods: Experimental group: antidepressant drugs + drawing analysis and treatment, while routine antidepressant treatment, patients freely choose to use 2B pencils or colored pens to draw different painting themes on the prepared A4 paper each week. The process of painting does not provide therapeutic guidance for painting, but just accompany and wait for it. After each painting, a group meeting is held to ask about the content of the painting, the background of the work and its meaning, share feelings and give support and encouragement to the patient, discover the inner self, promote spiritual growth, and increase the therapeutic effect. After the study, supplementary drawing psychological analysis and treatment will be carried out according to the needs of the patients.

Results: The depression and anxiety improvement of the two groups of patients were compared at the 4th, 8th, and 12th weeks of treatment. The SDS and SAS scores of the experimental group were lower than those of the control group, and the differences were statistically significant ($P<0.05$). And the SDS and SAS scores of the experimental group at the 12th week of treatment were lower than those before treatment, and the differences were statistically significant ($P<0.05$). See Table 1.

Table 1. Comparison of the improvement of depression and anxiety between the two groups.

Group	SDS score				
	Before therapy	Treatment week 1	Treatment week 4	Treatment week 8	Treatment week 8
Experimental group (n=50)	72.8±3.5	71.6±3.3	66.5±2.8	62.1±3.2	58.6±3.0
Control group (n=50)	72.5±3.8	71.9±3.5	70.9±3.1	70.0±3.6	69.8±3.2
<i>t</i>	0.411	-0.441	-7.448	-12.248	-18.055
<i>P</i>	0.682	0.660	<0.001	<0.001	<0.001

Conclusions: The current status of drug treatment for depression is not completely satisfactory. Even for those patients whose drug treatment is effective, long-term medication and drug adverse reactions make the patients have poor treatment compliance and worsen the depressive reaction, and drug therapy cannot solve the patients' emotional needs and interpersonal needs. Relationship conflicts, self-care in life, and learning and work skills involve a higher degree of social adjustment issues. Painting art therapy is a kind of psychotherapy technique. It is not restricted by language, age, location environment, cognitive ability and disease, etc. The treatment is simple to implement and can avoid individual resistance, which makes it easier to be accepted by patients. It has been widely used in clinical psychotherapy. Through painting art therapy, patients' compliance with rules and staff has been significantly improved, and these behavior changes are manifested in the painting process. This suggests that in a closed environment, painting therapy can not only improve the individual's mood, but also help improve the individual's adaptability to the environment.

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THE IMPACT OF THE USE OF CELEBRITY CRISIS PUBLIC RELATIONS STRATEGIES ON SINA WEIBO ON THE RELIEF OF PUBLIC PSYCHOLOGICAL ANXIETY

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Background: Social psychology discusses interpersonal relationships at the individual level and social group level. It believes that social changes and characteristics will have an important impact on people's psychology. At present, our society is in a transitional period, and there are more and more socio-psychological problems brought about by the imbalance of social structure, the reduction of social trust, the lack of channels for people's interest appeals, and the anomie of morality and culture. Although the mainstream social psychology is healthy, there are still many problems. Distrust, prejudice, emptiness, irritability, and other negative social psychology have gradually increased, and public emotional instability has become an important issue affecting the healthy development of our society. And the outbreak of every hot online incident is inseparable from the failure to solve a certain social problem in time and the long-term accumulation of public sentiment. The psychological state in the real environment is reflected in the online public opinion field, and it has become the shape of the public sentiment on the Internet. "Metafield". The occurrence and development of Internet hotspot incidents are always accompanied by fierce reactions of public emotions. Joys, sorrows, sorrows, laughter and scolding have become the "symbiosis" of public expression, and they have also become "boosters" for the development of events. The widespread dissemination of traditional media and social media has aroused enthusiastic public attention. With the deepening of media reports, the development of online public opinion has been ups and downs. The public conducted rational or irrational discussions on social media. The intense emotional experience exerted a positive or negative impact on the development of public opinion events. In this context, the research on public sentiment in the network environment is gradually attracting researchers' attention.

Social psychology believes that individual socialization process, communication, speech development, partners, family, living environment and school will have an impact on people's psychology. In the era of traditional media, emotions mainly exist in people's inner evaluations of others or events, or manifested in discussions in the streets and alleys. Under such circumstances, data about emotions are fleeting and difficult to obtain, and the overall public sentiment is grasped. The tendency is more difficult, and there is no effective way to guide it positively. The convenience of online communication has largely released netizens' desire for expression. Due to the characteristics of anonymity and freedom of expression, Internet communication allows people to vent their emotions almost unscrupulously, and public emotions become "visible" and "Sensible".

Objective: In the post-truth era, the influence of information is constantly weakening, while the influence of emotions is constantly strengthening. Public sentiment has become an important factor affecting the development of public opinion events. As the most important information disseminator in the field of public opinion, the media will respond to What is the impact of public sentiment. Therefore, giving full play to the guiding role of the media in the Weibo public opinion field, and the celebrity crisis public relations strategy promotes the development of Weibo public opinion in a positive direction.

Subjects and methods: Halo effect in psychology points out that people usually think that someone is good in other aspects because of his advantages in one aspect. Therefore, with the advent of the Internet age, people have higher expectations for celebrities. Once there is a problem on one hand, it will lead to the overall collapse of their image. Based on this, nowadays, celebrities have changed their public relations strategies. Most of the exposure of the incident first came from online media such as forums and Weibo, while traditional media began to degenerate into a "follow-up" role. Traditional media is no longer the leader of strong public opinion, but will be affected by the "grassroots public opinion" on the Internet, and the related news reports generated thereby further spread the Internet public opinion. By analyzing the public relations strategies of celebrities, research the relief of public psychological anxiety.

Study design: Randomly select 1,000 members of the public of different genders, ages, and occupations to issue a questionnaire about the psychological anxiety caused by Weibo celebrity incidents. The questionnaire is required to be completed at one time, and the time for each person to fill out the questionnaire is about 10-15 minutes. A total of 1,000 copies were issued, 979 copies were recovered, and the number of valid copies was 961.

Methods: Use Excel to calculate the relief of public anxiety and depression.

Results: In view of the characteristics of online public opinion, if measures are not taken in the early