

continue to repeat 100 years ago Munsell subtractive color system color theory. The stereotyped architectural images created by the decolorization design cannot meet people's aesthetic requirements, and the study on the color design strategy of historical blocks is urgent.

Subjects and methods: By using the method of literature, this paper puts forward the research on the color design of baroque architecture, and analyzes the color features of baroque architecture by collecting and sorting out the literature.

Results: For the Chinese Baroque historical blocks, different colors in the continuity of the characteristics of typicality, can be very typical to very atypical between the changes. For those who have lived in Harbin for a short time but have never been to the Chinese Baroque neighborhood, the typical gradient still has an impact. When we design the color of the block, we can divide the rest buildings into two parts, one is the new and rebuilt buildings in the historic block, the other is the buildings near the historic block. For the former, it occupies the core position in the whole urban area affected by the historical and cultural radiation, and it should belong to the typical individuals according to the typical gradient. Therefore, in color design, should be based on a small range of historical color texture, a comprehensive consideration of the design of decent, rooted in the neighborhood environment of the building color. As a new member with similar characteristics to the historical buildings in the block, the color context of the block is established. For the latter, the texture of the Chinese Baroque Street itself is the main street connected with the auxiliary street, which is a series of fishbone connected with a series of inner courtyard. Therefore, from the typical gradient, the representative architecture of the old block should be the core, that is, the color prototype. The closer the buildings are to the historic district, the more historical the color features are. Reestablish the link between the historical block and the high-speed expansion of the city, and the distance from the historical block space farther the plot, its use of color will not need more attention.

Conclusions: In interior design, color can be said to be the most significant factor in the environment. It can not only regulate space perception, function division, affect mood, imply temperature, but also express personality. Color can make indoor space excited or depressive, we should be specific analysis of specific issues, such as people engaged in boring work more need a little stimulation. We must take into account the personality and feelings of our inhabitants. Colors are inextricably linked to psychology, both in interior design and in other areas of criticism. Sometimes we need to step out of the box, put aside what we think we know about colors, and experiment with colors. The best color design is when you really go into the space, to feel the space to you, because it is a color, background and contrast effect, light, eyes, brain interaction process.

Color is the most vivid and active factor in interior design, which can embody the sensitive and affectionate character of modern people and is closely related to people's life. So long as we follow the law of color itself from a scientific angle of view, and use professional knowledge and skills, we can create an interior environment full of personality, level, order and emotional appeal, so as to make people's life more comfortable and satisfactory and meet and balance people's spiritual and psychological needs.

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THE INFLUENCE OF ENTERPRISE INNOVATION PERFORMANCE BASED ON POSITIVE PSYCHOLOGY ON ECONOMIC DEVELOPMENT

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Background: In recent years, the exploration of psychological factors is attracting the attention of economic researchers. As a new field of psychology. Positive psychology is the applied science that mainly studies the things that make life more valuable and meaningful, which reveals the advantages of human beings and promotes their positive skills. With the continuous development of positive psychology, more and more scholars begin to realize the importance of combining positive psychology research with economic research. Existing empirical studies have found that positive psychological firm innovation performance can promote economic development. In the 21st century, the essence of enterprise competition is actually talent competition. With the extensive application of humanistic management concept in management field, the most precious resources of enterprises have changed from traditional resources such as capital and technology to human resources. How to create a fair and just working environment and create a harmonious organizational atmosphere to arouse the enthusiasm and initiative of employees has become the primary goal of human resources management activities. The continuous popularization of network information technology, the intensification of economic competition and the acceleration of innovation speed of services

and products will gradually transfer various pressures faced by organizations in market competition to employees, and the nature of employees' work has also undergone profound changes. For example, work tasks require employees to make independent decisions, and employees need to be self-motivated and take the initiative to acquire knowledge and skills; work responsibilities increase, and the relevant innovation requirements are significantly enhanced; flexible work modes such as the project system are gradually popularized, work uncertainty increases, and safety decreases. These series of changes in the nature of work make employees have to change their original short-term, passive and unchangeable behavior modes. Employees who are flexible, passionate about their work, responsive to relevant tasks, willing to take risks and challenge the conventional wisdom are essential resources.

Objective: Social cognitive theory points out that human beings, as the product of environment, will not only passively accept what the environment gives them, but also carry out systematic reflection, self-regulation and proactive action to change the environment. Proactive behavior means that employees take actions spontaneously to change their situation and environment through passion and effort in order to further expand their roles and improve their work system to achieve the desired results.

Subjects and methods: The goal of performance appraisal is an important link in the process of performance appraisal. Scientific and reasonable goal of performance appraisal is the basis and guarantee of the practice. This article mainly uses the literature research and the interview method analysis positive psychology enterprise achievements influence to the economic development.

Study design: Through literature study method, we can search and collect the relevant domestic and foreign research literature, comb and sum up the relevant literature, absorb and digest the existing research results, understand the domestic and foreign research survey involved in the content of this paper, find out the existing theoretical gap, and lay a solid theoretical foundation for this study. Based on the literature research and theoretical analysis, this paper makes on-the-spot interviews with managers and employees in order to further understand the views of employees on organizational performance appraisal practice and the relationship between performance appraisal and employee behavior. Field interviews with managers and employees are also helpful to promote the in-depth understanding of the practice of performance appraisal and the relationship between organizational management practice and employees' attitude.

Methods: Using the method of literature research and interview, 30 executives and 50 employees were interviewed. The interview time was 20min-30min.

Results: The purpose of performance appraisal is the final way and way of using the results and information of staff appraisal in the practice of management. As one of the important parts of the performance appraisal system, the purpose of performance appraisal is also one of the most important strategies of staff management. The outcome variables of performance appraisal mainly include the precision and deviation of appraisal, employees' attitude perception and employees' behavior, which have an impact on economic development.

Conclusions: With the development of positive psychology, more and more managers and scholars begin to pay attention to the active behavior of employees. Employee's initiative behavior means that in order to further expand their roles, perfect and improve their own work system, and achieve the desired results, employees take spontaneous actions to change their own situation and environment through passion and efforts, which can effectively promote the upgrading of enterprise economy.

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APPLICATION OF SOCIAL PSYCHOLOGY IN COPING WITH NETWORK PUBLIC OPINION

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Background: The change of attitude in social psychology refers to the corresponding change of a formed attitude under the influence of a certain information or an opinion, and its essence is the continuous socialization of the individual. In modern society, the mass media plays a vital role in the activities of public opinion. The public is connected as a whole through mass media, and they are increasingly inclined to use the news media to express their opinions, suggestions and aspirations. With the development of network media, the influence and function of public opinion is more and more important. As a public opinion, the function of public opinion mainly manifests in the following aspects:(1) Cognition function. Public opinion itself is the expression of people's opinions, attitudes and ideas, which itself is a cognitive behavior, is a reflection of real life to some extent. At the same time, public opinion is progressive, positive, correct and