

deficient, the content is dull, it is difficult to attract the attention of the youth. Display design with good visual effects can attract teenagers' attention. With the development of virtual reality technology, display design with virtual reality can achieve the goal of cultural communication. Therefore, the dissemination of traditional culture with the new technology will be an inevitable trend.

Subjects and methods: Social psychology is the study of the psychological and behavioral changes of individuals and groups in the social interaction, which can effectively promote the development of Chinese contemporary literature overseas. This article mainly carries on the investigation analysis from the social psychology to the enhancement contemporary literature overseas dissemination path way. By means of questionnaire, the effect of social psychology on transmission route was statistically analyzed.

Study design: Stratified cluster random sampling method was used to investigate 900 groups of different ages, different genders and different occupations. Random sampling of students, white-collar workers, retired people each 300 people to conduct a questionnaire survey, a total of 900 questionnaires, 872 back, the number of effective copies 859.

Methods: Using Excel statistics VR technology on the impact of cultural communication.

Results: Chinese traditional culture has a long history and its content is extensive and profound. Protecting and inheriting the achievements of Chinese civilization over five thousand years is fundamental to the development of a country and a nation. Carrying forward Chinese traditional culture is conducive to strengthening the soft power of national culture, strengthening the protection and development of traditional culture, contributing to the prosperity of culture and the promotion of the spiritual strength of the Chinese nation, and is the condition for the development and prosperity of the country and the nation. Using VR technology to create a virtual 3D environment, the audience through the wearing equipment in the virtual space feel the heavy connotation of history. Guide the audience through time and space into the history of culture, and history face-to-face exchanges. This kind of virtual reality makes people get higher visual impact and soul feeling directly, and also makes the audience have a new understanding of traditional culture, which is conducive to the further development of traditional culture. Virtual reality display design through people's artistic thinking makes the form of expression rich and colorful, cultural communication has obvious advantages, through a unique interactive experience makes the art of cultural display strong and popular.

The survey results, with 0 to 4 levels of specific quantitative factors influence value, 0 means nothing, 1 means a slight impact, 2 means the impact is general, 3 means the impact is obvious, 4 means full impact. In order to reduce the subjective error in the evaluation. The results were determined by rounding the 900 social groups assessed and averaged, with the statistical table shown in Table 1.

Table 1. The impact of VR technology on cultural communication.

Factor	Cultural communication	Public education	Integrated innovation
Student group	3	4	3
Working group	3	3	4
Retirement group	4	3	4

Conclusions: Chinese traditional culture needs to be carried forward and passed on. The emergence of virtual reality technology makes the spread of traditional culture obtain new development. Virtual reality technology makes the display and spread of culture more diversified, makes the learning experience more abundant, and will attract more and more people to pass on the culture. Complementing the advantages of traditional cultural communication and new technology will greatly improve the effect of cultural communication and effectively convey diversified cultural information to the crowd.

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INCORRUPTIBLE EDUCATION BASED ON PERSONALITY PSYCHOLOGY

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Background: Although sociology, anthropology, political science, pedagogy and other disciplines also study personality, personality in essence should be the internal system of individual stability. Psychology studies more from the perspective of the formation, development and shaping of individual personality, while other disciplines study personality from the perspective of society, environment, education and so on. Psychological research mainly studies personality from the aspects of personality connotation, structure, mechanism and so on. This kind of research belongs to the basic research, which can reveal the deep connotation of personality effectively, but the application is relatively insufficient. Pedagogy on the study of personality, mainly from how to cultivate students in education and teaching of positive personality, more is the classroom penetration. Sociology takes the social personality as the main research object, mainly carries on the research and the demonstration to the community personality characteristic, hoping to find a certain kind of community personality pattern. In recent years, the related research and practice of incorruptibility education for college students have been carried out and implemented constantly. Under the current situation, the incorruptibility education of college students is a social practical activity based on the core value system of socialism and the thought and theory of incorruptibility culture, which helps them to improve their moral self-discipline, enhance their good psychological quality of resisting corruption and preventing change and gradually form the professional concept of incorruptibility and self-discipline and dedication to work.

Objective: How to effectively prevent and curb corruption is a common task of all mankind. Corrupt psychology has a great impact on corrupt behavior, so incorruptible psychological education has a special role in preventing and punishing corruption. This study puts forward that, while deepening the reform, establishing and perfecting the system of punishing and preventing corruption with equal emphasis on education, system and supervision, and preventing corruption from the source, it is undoubtedly one of the most basic ways and means to prevent and curb corruption, which is of fundamental significance in solving the problem of corruption.

Subjects and methods: In this study, questionnaires were distributed to students in colleges and universities, and the survey was conducted by means of online questionnaire and questionnaire. The survey total of 800 questionnaires, 763 effective recovery questionnaires, the effective recovery rate of 95.38%, the data have a certain representative. Using SPSS20.0 and Excel software statistical survey results.

Results: The results of the survey are shown in Table 1 in the Q&A on "Which Kind of Activity Is Most Interesting to Take Part in?"

Table 1. Statistical results of forms of building a clean government culture.

Options	Subtotal (persons)	Proportion/%
Publicity and education (laws and regulations, etc.)	274	35.92
Books, films, etc.	574	75.22
New Year paintings, spring couplets, paper-cuts and other art exhibitions	237	31.05
Honest case story education	436	57.13
Publicity by broadcasting stations and cultural stations	420	55.00
Others	77	10.03
Can you fill in the number of people	763	-

We can see that the most interesting and accessible form of education is through books or movies, accounting for 75.22%, while most colleges and universities through courses or lectures and other forms of easy to let students feel boring, thus the educational effect is not good. The result of the survey shows that 55.00% of the students think that the participation of teachers and students is more effective and efficient for the incorrupt culture to enter the campus. The fact that 20 per cent were carried out in the community platform and 20 per cent in the faculties and colleges indicates that this type of activity is more effective when carried out on a large scale.

Conclusions: Our country, society and universities should attach importance to the education of

incorruptibility and the construction of incorruptibility culture. Incorruptibility should not be a luxury for the public, but a daily necessity that can be consumed by the public. It should be infiltrated into people's daily experience and the soul of a nation. The clean government culture of a country, it should not be high above, for people to see, but should crouch low profile, and dance with the people; The incorruptible propaganda of a society, it should not cover up, stagnate backward, and should be open and transparent, advance with the times. Clean government is also a psychological need of the people, it is a trust and trust between the public and the government needs to be a relationship, if handled well, both glory and glory, otherwise, both losses. In the final analysis, the incorruptibility education of college students cannot be separated from the propaganda of the state, the guidance of social ethos, the education of schools and the edification of families.

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AESTHETIC DESIGN OF SMART HOME PRODUCTS BASED ON CONSUMPTION PSYCHOLOGY

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Background: Under the market condition today, the product category unprecedented is rich. How to make products recognized by consumers and deeply rooted in the hearts of the people, has become one of the concerns of businesses. A lot of excellent product design is to stand in the angle of consumer to think the problem solves a problem, sufficient think for consumer. That is, from consumer demand to predict market trends in order to correctly guide product design. Emotional smart home products is the development of the times and the inevitable result. The connotation of emotional design of household products is: in the original use function, the emotional connotation of household products is given so that they can convey certain emotional factors to people, so that they can resonate with people, touch people's inner world, and people spontaneously accept the product and fall in love with the design. Home products is the embodiment of people's way of life, promote comfort, shell, and cost-effective, has a strong pertinence. No matter what brand, what enterprises need a certain degree of competitiveness, its aim is to avoid homogenization of the market. What is a more humane design, the user as the first perspective to analysis can be concluded that it is more targeted. Speaking from the consumer own one kind of experience, not only includes their use psychology, but also should include esthetic psychology and so on. The emotional design of smart home is based on the era of individuality. Designers seize the emotional needs of this major feature, its emotional integration of people into the product. There are many factors to consider in the design process and should not be simple functionality. Design out of the product must be happy, feel happy, give users a kind of joy psychology. We can see that for consumers to bring more than convenience.

Objective: If we don't know the consumers who can influence the product design deeply, it will lead to the wrong product design orientation, and at the same time, it will lose a large number of consumers. Therefore, the investigation and research on the factors that affect consumers' psychology can create more market opportunities and realize more profits. Only in this way can we make our products in an invincible position in the fierce market competition.

Subjects and methods: Consumption psychology is a form of psychological cognition, which will affect the aesthetic design of smart home products. This article mainly carries on the investigation analysis from the expense psychology to the intelligent household product design influence. Through the questionnaire, the effect of consumer psychology on the design of smart home products is statistically analyzed.

Study design: Stratified cluster random sampling method was used to investigate and analyze 500 different gender and age audiences, 500 questionnaires were issued, 484 were retrieved, and 471 valid copies were obtained.

Methods: Using Excel statistics of consumer psychology on the design of smart home products.

Results: Smart home products can stand out in many products because of its "people-oriented" design concept, so designers should adhere to this concept, innovative product modeling, seize the psychological needs of consumers, to meet consumer demand for home products, will be the perfect combination of