Figure 1. Analysis of the impact of household debt on consumers' consumption psychology under the situation of ordinary house price and high house price.

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APPLICATION OF GESTALT PSYCHOLOGY IN FASHION DESIGN

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Background: The word "Gestalt" originates from the research in the field of vision. Gestalt psychology is one of the modern western psychology schools, which is also translated into Gestalt psychology according to its original meaning. Gestalt psychology emphasizes the perceptual theory of overall analysis, advocates the use of perceptual activities to reconstruct the objective image, and its main contribution is applied to the field of visual perception and aesthetics. Clothing is a concept with multiple meanings. It not only protects and decorates the human body, but also a means for people to express themselves. Psychology is the science of studying biological behavior, packaging the body with materials other than itself. Such behavior is only available to humans on the earth. Therefore, the research on clothing is an essential part of the research on human behavior. The research entry point of Gestalt psychology is human visual psychology. Some specific research results it has achieved play an authoritative guiding role in the field of visual communication art. For a long time, fashion designers generally agree that it is very important to show the integrity and harmony of clothing. Scattered and non-integrated clothing will inevitably destroy people's sense of visual stability and make people feel that this clothing is "defective". Therefore, as a

visual art, fashion design needs to grasp the overall structure to give people a complete, unified and harmonious feeling. The basic elements of clothing include shape, color, material, etc. these visual elements can be in line with the law of human visual perception after reasonable arrangement. Only in this way can we produce visual beauty. The term Gestalt originated from the research in the field of vision. Gestalt psychology school has proved and summarized the law of human visual perception through a large number of experiments. Gestalt psychology believes that Gestalt effect has universal effectiveness, which can be applied to any scientific field such as psychology, philosophy, aesthetics and so on. Psychology is closely related to art. Many art theorists think they are inspired by psychological works and try to apply the new discoveries and achievements of modern psychology to the research of artistic creation. In the research of art and visual perception, a large number of psychological tests and psychological principles derived from the theory of Gestalt psychology have been applied. These experiments have laid a solid foundation for the current research of visual perception, especially the new methodology proposed by Gestalt psychology, which is of great significance to the field of art, especially to the development of design art. As an applied discipline, the research on fashion, color, fabric and technology occupies the main space of academic research on fashion design. However, if we study fashion design from the perspective of psychology, we will find that clothes that seem to focus on formal level and materialization are essentially an objective phenomenon created by people.

Therefore, Gestalt psychology has a certain impact on fashion design. This paper applies Gestalt theory to fashion design in order to improve the effect of fashion design.

Subjects and methods: This paper takes consumers as the research object to analyze the application effect of Gestalt psychology in fashion design.

Study design: In this study, 20 people in a city are taken as the research object. In the sample selection, a questionnaire survey is carried out. A total of 20 questionnaires were sent out and 20 were recovered, with a recovery rate of 100%. Finally, 20 valid questionnaires were determined. The questionnaire contains 20 single choice questions and 20 multiple choice questions.

Methods of statistical analysis: In the analysis of questionnaire results, spss19.0 is used to statistically analyze the results of the questionnaire, and the application effect of Gestalt psychology in fashion design and ordinary fashion design are studied. Taking satisfaction, visual aesthetics, modeling design and color matching as experimental indexes, the effect of fashion design is analyzed.

Results: In order to verify the effectiveness of this study, the application effects of Gestalt psychology in fashion design and ordinary fashion design are shown in Table 1:

Table 1. Comparative analysis of fashion design effect.

Index	Application effect of Gestalt psychology in fashion design/%	Application effect of general fashion design/%
Satisfaction	98	72
Visual aesthetics	95	80
Degree of modeling design	100	68
Color matching degree	92	50

According to the comparison between the application effect of Gestalt psychology in fashion design and that of ordinary fashion design in Table 1, the satisfaction of the application effect of Gestalt psychology in fashion design is 98%, the degree of visual aesthetics is 95%, the degree of modeling design is 100%, and the degree of color matching is 92%, which are better than that of ordinary fashion design, it shows that the application effect of Gestalt psychology in fashion design is good.

Conclusions: This paper studies the application of Gestalt psychology in fashion design, and compares the application effect of Gestalt psychology in fashion design with that of ordinary fashion design with satisfaction, visual aesthetics, modeling design degree and color matching degree as experimental indicators, it is verified that the Gestalt psychology studied in this paper has a good application effect in fashion design. To sum up, there is a huge space for the application of Gestalt theory in creative fashion design. Giving full play to the important value of Gestalt theory can create more magical visual effects, greatly enrich creative content and bring obvious economic benefits to the market. The application value of Gestalt psychology in creative fashion design has been obvious, which will provide richer connotation for creativity.

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COLLEGE STUDENTS' PSYCHOLOGICAL CRISIS SIGNAL RECOGNITION BASED ON DATA MINING

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Background: With China's attention to the development of education, the enrollment rate of college students is gradually increasing. College education has entered ordinary families, but due to the increasing pressure of study and employment, many college students have certain psychological problems. Psychological problems directly affect the mental health of college students, and the research on the identification of College Students' psychological crisis state can help college students' managers understand the psychological change trend of students, make certain intervention measures in advance, and ensure the mental health of college students. Therefore, the research on the identification of College Students' psychological crisis state has become the focus of current research. Data mining is mainly based on statistics, machine learning, artificial intelligence, pattern learning and other technologies. In the era of big data, data mining technology mainly analyzes the collected data highly automatically, and then makes inductive reasoning to mine potential patterns and knowledge. Data mining technology has its unique advantages over other technologies, that is, it can mine the information that causes students' psychological problems and is not easy to be found between statistical data. Data mining can also find the relationship between students' psychological problems and their basic information and the main factors leading to psychological problems from statistical data. Using this important knowledge to predict the mental health status of college students, provide a scientific basis for the prevention and solution of mental health problems, make the mental health education more targeted and effective, and improve the ability level of mental health education.

The purpose of this study is to study the psychological crisis signals of college students by using data mining technology. Deeply understand the mental health status of college students, build a mental crisis signal recognition system, and solve the mental health status.

Subjects and methods: Taking college students as the research object, this paper makes an in-depth analysis of College Students' psychological state by constructing college students' psychological crisis signal recognition system. The data mining technology is used to analyze and model the psychological crisis state data, and the identification model of College Students' psychological crisis state is established.

Study design: Firstly, this paper collects the psychological crisis signals of college students, and constructs the model by analyzing the attribute characteristics of each record in the database. The process of establishing the model is to randomly select the data subset used to construct the classification model from the sample set to form the training sample set, in which each data record is a training sample. Since the category number of each training sample is predefined, the process of constructing the model is a guided computer learning process.

Methods of statistical analysis: The data used in this paper comes from the relevant records in a university student psychological survey database. Analyze the collected data.

The specific process of BP neural network classification is to select the weight for each input in the graph. It is suitable for those with the following characteristics.

Question:

Step 1: input the original data of College Students' psychological crisis state signal and set it as the dependent variable.

Step 2: the factors that can cause psychological crisis to college students, such as academic pressure, interpersonal relationship and so on, are set as independent variables.

Step 3: the authenticity of the information can be identified by combining the output value of the objective function.

Step 4: confirm the accuracy of the obtained data.

Step 5: output the data of College Students' psychological crisis state, learn through the optimal parameters of BP neural network, fit the relationship between the identification characteristics and states of College Students' psychological crisis state, and establish the identification model of College Students' psychological crisis state.

Step 6: use test samples to verify the performance of College Students' psychological crisis state identification model, and output the results of College Students' psychological crisis state identification.

Results: To sum up, the steps are used for model construction and data analysis. Because the results of each training of BP neural network model are different, the test of accurate value has become the key to data analysis after a large number of experiments. After repeated accuracy test, the following data table is obtained.