

exchange and traditional culture has played a great positive role in the inheritance and development of Chinese traditional culture, focusing on the following three points: First, stimulate people's cultural genes and awaken the cultural precipitation of subconscious. Second, make people understand traditional culture and deepen people's pride. Its triangle color brings into the situation, and a sense of satisfaction arises spontaneously.

Study design: Three cities were randomly selected by stratified cluster random sampling method. 300 people of different ages and genders were randomly selected from each city, a total of 900 people were investigated. A total of 900 questionnaires were distributed and 869 valid questionnaires were recovered. 31 of them were invalid questionnaires.

Methods: Using Excel to analyze the influence of Chinese traditional cultural communication behavior from the perspective of Statistical Psychology.

Results: The application of psychology to the exchange of Chinese traditional culture is of great significance. Through the research and analysis of people's psychology, we can find an appropriate way to awaken people's cultural awareness, meet people's spiritual and cultural needs, and combine the spirit of the times with the development of traditional culture.

The survey results are quantified by five grades of 0-4. 0 means irrelevant, 1 means slight impact, 2 means average impact, 3 means obvious impact and 4 means full impact. In order to reduce the large error caused by personal subjectivity in the evaluation, 1000 students are used to evaluate the value and take the average to obtain the result, which is determined by rounding, the specific statistical table is shown in Table 1.

Table 1. Influence of Chinese traditional culture communication behavior from the perspective of Psychology

Factor	Inspire	Deepen	Integrate into
Audience	4	3	4

Conclusions: Chinese traditional culture is the spiritual lifeline and outstanding advantage of the Chinese nation. The network revival of Chinese traditional culture realizes the integration of traditional culture and modern life. It is the combination of high-quality content and new communication methods, drives the development and inheritance of Chinese traditional culture, and enables more users to understand and develop traditional culture. Network information exchange promotes the practice and recreation of Chinese traditional culture, activates the cultural gene and awakens the cultural precipitation of the subconscious. It meets the needs of users to understand traditional culture and deepens national pride. Personal practice and role substitution have stimulated the satisfaction of participants and rooted Chinese traditional culture in the hearts of Chinese people in a new way.

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APPLICATION OF COLOR VISUAL PSYCHOLOGY IN NEW MEDIA ADVERTISING DESIGN

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Background: In today's society full of new media, the quickest way for us to obtain information is "vision", and our daily life cannot be completed without "vision". As one of the important sections in the visual communication specialty, advertising design exists with both practical and artistic values. Under the impact of new media on traditional media, advertising design has undergone new changes. "Advertising design" plays a very important role in the process of visual communication. As a conventional form of graphic language communication. Most of the audience only watch simply, but they can design from the perspective of the audience's visual psychology, which can give people different visual feelings. Through the study of visual psychology on the design of new media advertising, we mainly want to establish the interaction between design and audience through these. Design should serve mankind itself, so we need to establish

some connection to better design new media advertising. Visual psychology presents rich forms of communication. Nowadays, the popularization of computer technology has also brought a new visual experience to advertising design, making new media advertising and style more innovative and diverse. The new media is more reflected in the interactivity of the media, which is in sharp contrast to the traditional form of advertising design and promotes the innovation and replacement of the traditional format. With the rapid development of digital multimedia technology at home and abroad, multimedia digital technology mainly appears in the form of visual media. In the new media environment, new media layout design radiates new vitality. In this way, new media advertising design has become an intuitive means of publicity in the audience's vision.

Objective: The significance of the research on the new media advertising design of visual psychology lies in the rapid development of visual design in the information age, which has also become the symbol of mankind entering the new era of civilized design. The development of new media advertising design promotes the communication and exchange between people. This information is conveyed through psychological reaction. Because of this, visual psychology, as an important theoretical basis, is also very popular in the application of new media. The measurement in the research process of new media advertising design of visual psychology needs a huge background big data to be presented. There are many domestic and foreign scholars on advertising design, but there is less research on visual psychology and new media advertising, and the research content is not integrated enough.

Subjects and methods: Through the knowledge of visual psychology, combined with the excellent cases of relevant advertising design, this paper analyzes the methods and skills of new media advertising design, examines the new media advertising design based on the audience psychology, and summarizes the techniques of advertising design based on visual psychology and the visual psychological feeling in advertising design.

Study design: Use the method of investigation and analysis to select the scheme with different colors for any icon in the new media advertising design, and analyze the psychological situation of the viewer. The higher the influence value, the more influential the color design is. Randomly select 1000 people of different ages and genders to evaluate the comfort of the color matching of the design sample.

Methods: Using Excel to count the influence of color visual psychology on the application of new media advertising design.

Results: In chromatics, the adjacent two colors are called adjacent colors, and changes in lightness and purity are added in the design to give people a comfortable, natural and soft color effect. Contrast color and complementary color can quickly convey the visual effect. The application of cold and warm comparison usually appears more on leisure and entertainment websites and food websites. At the same time, in order to make the website achieve the effect of order, unity and harmony, it can be reconciled through color.

The survey results use five grades of 0-4 to quantify the influence value of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by personal subjectivity in the evaluation, 1000 public evaluation values are adopted and averaged to obtain the result rounded, the specific statistical table is shown in Table 1.

Table 1. Audience's opinions on color matching in new media advertising design

Factor	Adjacent color matching	Contrast color matching	Complementary color matching	Warm and cold collocation	Color harmony
Audience	4	3	3	4	4

Conclusions: The charm of color is infinite. It can make itself very dull and tasteless things beautiful and beautiful in an instant. With the rapid arrival of the information age, the network has begun to become colorful. People are no longer limited to simple words and pictures. They require web pages to look beautiful and comfortable. Therefore, contemporary designers should not only master the basic media advertising production technology, but also master the design art such as website style and color matching. Among them, color occupies a very important position in website design. When we choose color, we should generally consider the following factors: 1. Clearly define what purpose we want to achieve with color. 2. Analyze the group of visitors, advertising subject thought and CI design. 3. Select the main color required to reflect the design. 4. After selecting the central solid color, arrange the color matching design. 5. Focus on the characteristics of design or people's feeling to make the available color selection more perfect. Therefore, when choosing color in new media advertising design, we can neither choose a single color nor be too fancy. Generally, there are no more than three basic hues.

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INNOVATION OF ENTERPRISE DEVELOPMENT PATH FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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Background: As a part of modern productive forces, management psychology is inseparable from socialized mass production and production technology. With the progress and innovation of science and technology, the bourgeoisie has put forward new management theories and methods, thus improving the interpersonal conflicts caused by contradictions in production relations. Therefore, the emergence of management psychology plays an important role in solving the contradictions between all parties in social production relations. The emergence of this new management model theory has laid a certain theoretical foundation for psychology. Nowadays, the development path innovation of enterprises has gradually become a topic of concern in the field of psychology and entrepreneurs. The research problem gradually extends from how to finance and carry out technological innovation within the enterprise to how external factors such as financial policy and socialized service system promote the development of the enterprise. On the whole, although the research area is wide, the following two aspects still need to be further explored: (1) The construction of enterprise development path is lack of systematicness. Based on the viewpoint of system theory, the development of enterprises is the result of the joint action of internal and external factors. Most of the original documents start from the government level and start with optimizing the external development environment (financial policy, fiscal policy and socialized service system) to promote the development of enterprises, thus ignoring the two important dimensions in the development process-market and enterprise, there is little literature to explore how the market affects the development of enterprises and how enterprises achieve self-development by improving their core competitiveness. (2) The applicability of enterprise development path is not comprehensive enough. Management psychology can solve the problem of individual and team productivity in enterprises by adjusting interpersonal relationships and enhancing team cohesion. Through the exertion of the role of management psychology, the planning and arrangement of one's life will be clearer, the psychological laws in management will be mastered, the organization personnel will be reasonably and effectively allocated, and the group will be reasonably planned. The overall efficiency of the enterprise will be more efficient and faster, which will be more conducive to the development of the enterprise.

Objective: The survival and development of an enterprise is a systematic project. It is not only affected by the external environment, but also needs the enterprise to practice its internal skills and improve the quality of products and services through the application of management psychology. The thought of enterprise owners directly determines the survival of enterprises. Enterprise owners should take the initiative to participate in some high-level training, visits and other activities, and communicate with managers who do well in development, so as to improve their management awareness. Introduce energy-saving and environmental protection technologies to achieve mutual benefit and win-win situation of economic and ecological efficiency. Human resources are the first resource for enterprise development, so we should formulate a perfect human resources system, which involves all aspects of human resources. The organic combination of entrepreneurship and innovation is an important foundation for the survival and development of enterprises.

Subjects and methods: Based on management psychology, there is a large growth space in the innovation of enterprise development path. Mainly reflected in the following aspects: First, enterprise managers should enhance management awareness. Second, realize the organic combination of ecological efficiency and economic benefits. Third, pay attention to the construction of human resources. Fourth, innovative incentive mechanism. Based on the above four points, this study will also investigate the impact of enterprise development path innovation from the perspective of management psychology.

Study design: 500 people of different ages, genders and occupations were randomly investigated by stratified cluster random sampling method. A total of 500 questionnaires were distributed, 488 questionnaires were recovered and 482 valid questionnaires were valid, of which 6 questionnaires were deemed invalid if they did not reach 50% of the questions.

Methods: The impact of enterprise development path innovation from the perspective of Excel statistical management psychology.

Results: Under the guidance of management psychology, enterprises will pay more attention to the psychological needs of the audience and absorb more advanced management technology in the innovation of development path, so as to realize the mutually beneficial and win-win situation of economic benefit and ecological efficiency. Care for the employees of the enterprise, and the employees realize their importance and value, so as to improve the enthusiasm of employees, form a positive atmosphere within the enterprise and promote the long-term development of the enterprise.