

colleges and universities are not optimistic about the implementation of the Standard. Most of them only focus on the process of physical health side test and whether the results obtained from the side test are qualified or not. This is unable to “standard” reasonable application and implementation, and overlooked the “sunshine sports” on the importance of physical health of college students.

**Subjects and methods:** The situation of service management after testing is different from the implementation of the Standard and its effect. It cannot really realize the significance of the national standard. Therefore, this study from the application of psychological knowledge, the establishment of college students physique health service consulting institutions, the establishment of college students physique health management network service platform, the establishment of multi-body participation in the management of college students physique health mechanism, the creation of an environment to promote the improvement of college students physique health, and analysis of the importance of college students physique health test results feedback mechanism. First of all, the establishment of college students’ physical health services to improve the current status of poor physical health of students, keep an eye on the level of physical health of students to meet the needs of students. At the same time, the physical health of college students to intervene, so that students can timely understand their own health status, cultivate awareness of physical exercise. This can truly understand the physical health of college students side test status. In order to organically combine the follow-up service management of the side test of physical health of college students with the school physical education work, school leaders shall use all resources to mobilize the enthusiasm of every college student, teachers (especially physical education teachers), administrators of the side test of physical health, staff of all departments and students’ cadres, and urge students, especially the students with weak physique, to actively participate in the follow-up service of the side test of physical health, so as to form the situation of multi-subjects participating in the management. Finally, in order to make students actively participate in sports activities and enhance their physical health, schools should organize students to learn knowledge about sports and health in a planned way, and apply sports to the classroom, carry out meaningful physical exercises, experience the fun of sports and improve students’ physical health.

**Study design:** A total of 500 college students were randomly selected and surveyed by questionnaire. There were 500 questionnaires, 490 questionnaires and 485 valid questionnaires.

**Methods:** Using Excel statistics based on the psychological perspective of college students to establish a health test results feedback mechanism of the importance of the impact.

**Results:** The results of this survey use the influence values of 1 to 5 grades and specific quantitative factors, 1 indicating irrelevance, 2 indicating slight influence, 3 indicating general influence, 4 indicating obvious influence, and 5 indicating full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 500 college students are adopted and the average values are rounded off to obtain the results. The specific statistical table is shown in Table 1.

**Table 1.** Importance of establishing feedback mechanism for students’ physical health test results in colleges and universities from a psychological perspective

Content	Establishment of advisory bodies	Establish a network service platform	Establishing a pluralistic management mechanism	Create a good environment
Scoring	4	4	5	5

**Conclusions:** The most important task of physical education in colleges and universities is to enhance students’ physique and health. The standard of students’ physical health is the basic requirement for students’ physical health in contemporary social development, which aims at encouraging students to take part in physical exercises. The construction of testing information guarantee system based on psychological perspective is realized by the joint efforts of teachers and students. It not only puts forward higher requirements for the idea of lifelong exercise and correct guidance of teaching, but also supports the strong desire of students to constantly improve themselves. Only when the teachers apply the professional guidance of psychological knowledge and the students’ desire for self-improvement to form a consistent goal, can the meaning of “Students’ Physical Health Standards” be realized.

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## THE INFLUENCE OF FOREIGN ANXIETY PHARMACEUTICAL INVESTMENT ON CHINA’S REGIONAL ECONOMIC GROWTH

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**Background:** Anxiety refers to a complex emotional state in which individuals feel nervous, uneasy, worried and other negative emotions about imminent or possible threats. Anxiety is a common human emotion. Moderate anxiety can help individuals have a sense of crisis, and then improve their work enthusiasm and efficiency. However, excessive anxiety will lead to individual psychological or physiological diseases and affect individual physical and mental health. Anxiety is generally divided into realistic anxiety and pathological anxiety. Among them, realistic anxiety refers to an individual's emotional response to real or possible threats, challenges and problems. The characteristic of realistic anxiety is that the individual's anxiety intensity is consistent with the real threat intensity. When the real threat disappears or is solved, the individual's anxiety symptoms will be relieved. Pathological anxiety refers to the individual's anxiety for a long time without specific reasons. It is usually accompanied by significant autonomic nerve dysfunction and motor anxiety, accompanied by subjective pain, and the patient's social function will also be damaged. The duration of pathological anxiety is relatively long, and the cause of anxiety is unknown. It is impossible to alleviate the anxiety of patients by solving the real threat. The main characteristics of pathological anxiety are as follows: the mental symptoms of panic attack, such as mental collapse, physical loss of control and so on. Physical symptoms of panic attack, such as rapid heartbeat, nausea and vomiting. Mental anxiety. Somatic anxiety and nervous, muscular and motor anxiety symptoms. It is reported that the number of anxiety patients in China has exceeded 90 million in 2015. Therefore, the sales of drugs related to the treatment of anxiety disorders have increased significantly, and anxiety pharmaceutical enterprises have also developed significantly.

With the accelerating process of global economy, China's economic level has developed and improved year by year. Now it has become one of the most attractive countries for foreign direct investment (FDI) in the world. Foreign direct investment plays an important role in the rapid development of China's economy. It can make up for China's capital gap, promote local employment, improve regional human capital, introduce advanced technology and advanced management experience, optimize regional resource allocation, and then promote the growth of regional economy. The relationship between foreign direct investment and regional economic development is as follows: foreign direct investment increases the possibility of product and service innovation, thus promoting the development of related industries, improving regional investment space and attracting more investment. The increase of the total amount of economic activities in the local region can promote the growth of GDP, improve the employment rate, promote the upgrading and transformation of industrial structure and economic structure, improve the local degree of internationalization, promote trade prosperity, attract more investment and form a virtuous circle. The anxiety disorder pharmaceutical industry has a huge market in China. Therefore, foreign investment in anxiety disorder pharmaceutical can promote the growth of China's regional economy, promote the growth of GDP, promote the upgrading of local industries, provide more jobs, improve residents' happiness and promote the harmonious development of society.

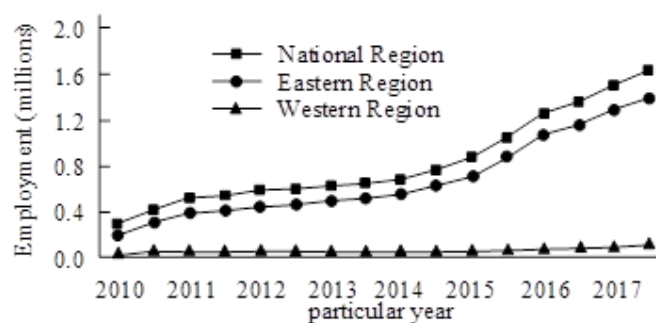
**Objective:** To study the impact of foreign investment in anxiety disorder pharmaceutical on China's regional economic growth, and to provide some suggestions for local economic development.

**Research objects and methods:** By consulting relevant literature and materials, the impact of foreign anxiety disorder pharmaceutical investment on local economy and employment rate in recent 10 years was counted.

**Research design:** To calculate the impact of foreign anxiety disorder pharmaceutical investment on local economic development through literature, online materials and annual reports of local governments.

**Methods:** The relevant data were calculated and counted by Excel software and SPSS 17.0 software.

**Results:** Foreign investment in anxiety medicine can promote regional economic development and GDP growth, promote the upgrading of local industries, provide more jobs, improve residents' happiness and promote the harmonious development of society. The positions provided by foreign investment in anxiety disorder pharmaceutical from 2010 to 2017 are shown in Figure 1.



**Figure 1.** Number of jobs provided by foreign investment in anxiety medicine.

**Conclusions:** Foreign investment in anxiety disorder pharmacy has played an important role in the rapid development of China's economy. It can make up for China's capital gap, promote local employment, improve regional human capital, introduce advanced technology and advanced management experience, optimize regional resource allocation, and promote regional economic growth.

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## COGNITIVE NEUROSCIENCE STUDY OF CLOTHING COLOR IN POSITIVE PSYCHOLOGICAL CONSTRUCTION THERAPY

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**Background:** The use of color makes clothing have fresh "vitality". In fashion design, the use of color occupies a particularly important position. Clothing color can not only bring the enjoyment of beauty, but also reflect the wearer's temperament, style and the cultural trend of the times. The same style of clothing, due to different color combinations, will produce obvious different effects. Therefore, color plays a very important role in the composition of clothing beauty. On the other hand, for fashion designers, the correct use of the psychological effect of clothing color can achieve twice the result with half the effort, because different colors can make people have different psychological reactions, and color can affect people's psychology and regulate people's emotions. People who are depressed and in a bad mood will feel more relaxed and happier when they see bright colors such as red and yellow; On the contrary, when you see colors with high gray levels such as black and gray, the negative degree of emotion is easy to aggravate. Therefore, it is very important to choose the right clothing color if you want to have a good mood and maintain a positive psychological state.

Positive psychology is a social discipline rising in the west at the end of the 20th century. It uses the mature experimental methods and measurement means of psychology to study the positive qualities such as human strength and virtue. Its main goal is to help people obtain happiness. Active psychotherapy is a new psychotherapy method that adheres to and practices the concept and goal of positive psychology. It integrates the theories and methods of various psychotherapy schools, criticizes and subverts the traditional psychotherapy practice of "only treating diseases, not people" and "emphasizing treatment and neglecting prevention", and creatively puts forward that the practical focus of psychotherapy should be "discovering and cultivating people's positive quality and potential", "emphasizing treatment and more prevention".

**Objective:** A large number of studies have shown that clothing color can have a certain impact on people's psychological and emotional state. Therefore, this study uses questionnaires and comparative experiments to understand and analyze its effect in positive psychotherapy.

**Participants and methods:** 200 adults who agreed to participate in the study and had negative psychological symptoms were randomly selected from China and divided into experimental group and control group. Each group included 100 members. First, the basic data related to the study were collected and counted. After confirming that there was no significant difference in the basic data, then a questionnaire survey based on the self-rating scale of psychological symptoms was conducted, and then a comparative experiment integrating clothing color variables was carried out. In the experiment, the members of the experimental group were required to wear clothes with warm color and high brightness every day, while the members of the control group were not required to wear clothes. In order to reduce the influence of irrelevant variables, the clothing purchase expenses of the experimental group and the control group were paid by the research team. The experiment lasted for 30 days. After 30 days, the same questionnaire survey was conducted for the two groups again, so as to compare and analyze the changes of psychological symptoms of the two groups before and after the experiment.

**Results:** After completing the experiment and all questionnaires, the data were sorted and counted. The t-test was used for the difference significance of all measurement data, and the chi square test was used for the counting data. The significance level was set to 0.05. See Table 1 for the statistical results.

It can be seen from table 1 that after the experiment, the performance of the two groups in various