

**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

psychological symptoms is different. Specifically, the average scores of somatizations, obsessive-compulsive disorder, sensitivity, terror, paranoia and psychotic symptoms of the experimental group and the control group are 1.36, 1.44, 1.23, 1.46, 1.47, 1.28 and 1.37, 1.43, 1.23, 1.46, 1.50 and 1.29 respectively, The *P* values of the *t*-test output were 2.953, 2.426, 5.671, 3.749, 0.074 and 3.158, which were all greater than the significance level of 0.05. It was considered that the data difference was not statistically significant. The average scores of depressions, anxiety and hostility in the experimental group and the control group were 1.36, 1.22, 1.47 and 1.60, 1.41 and 1.55 respectively. The *P* values of the *t*-test output were far less than the significance level of 0.05, It is considered that the data difference is statistically significant.

**Table 1.** Statistical results of questionnaire survey based on the self-rating scale of psychological symptoms after the experiment

Statistical items	Experimental group ( <i>n</i> = 100)	Control group ( <i>n</i> = 100)	<i>t</i> value	<i>P</i> value
Somatization	1.36±0.62	1.37±0.73	1.012	2.953
Obsession	1.44±0.72	1.43±0.78	2.552	2.426
Susceptibility	1.23±0.58	1.23±0.49	0.641	5.671
Depressed	1.36±0.49	1.60±0.58	0.453	0.000
Anxious	1.22±0.40	1.41±0.52	0.316	0.000
Hostile	1.47±0.43	1.55±0.51	0.785	0.001
Terror	1.46±0.48	1.46±0.54	0.917	3.749
Paranoid	1.47±0.46	1.50±0.65	1.024	0.074
Psychotic	1.28±0.53	1.29±0.47	0.761	3.158

**Conclusions:** the results of the experiment and questionnaire show that the scientific and reasonable clothing color matching is helpful to improve the psychological symptoms of clothing users and build a more positive psychological state. On the other hand, it should be emphasized that the influence of color on people's emotion and psychology is also limited by many other factors. For example, it has something to do with people's character. Most objective and rational people only pay attention to whether the color is bright or not. They rarely produce various emotions because of it. Such people are less affected by color. People with rich emotions, such as some women with rich imagination, often think of things related to color when they see color, and their emotions are more vulnerable to color.

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## EFFECT OF NATURAL ENVIRONMENT TOURISM ON PSYCHOLOGICAL REHABILITATION OF PATIENTS WITH ANXIETY DISORDER

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**Background:** As a way of entertainment in modern society, natural environment tourism can better alleviate people's tension, and also plays an important role in the treatment of psychological diseases. In the process of tourism, people enjoy the soul and integrate with nature through the aesthetics of natural landscape, so as to reduce and transform the social psychological pressure to a great extent. People can make a conventional empirical judgment on the benefits of tourism to mental health. However, there is little research on the impact of various elements of tourism activities, such as tourism time and tourism landscape types, on the treatment of mental diseases. Mental health refers to the development of an individual's state of mind into the best state within the scope of physical, intellectual and emotional non contradiction with the mental health of others. It is an important part of the concept of complete health. In modern society, with fierce competition, frequent stress and fast pace, people are overwhelmed by unprecedented psychological pressure, and mental health problems are becoming more and more prominent. The physiological characteristics of anxiety disorder include insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc. Intellectual characteristics include inattention, dizziness, thinking disorder, etc. Emotional characteristics include