

reflection. Through the research, it is concluded that the use of emotional psychology in art design works or daily necessities can greatly improve people's living standards. Relevant personnel should take individual psychological satisfaction as the basis and use scientific color matching to have a positive impact on people's emotions.

Key words: design color - emotional psychology - reflection - positive

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THE INFLUENCE OF MUSEUM EXHIBITION DESIGN ON VISITORS' EMOTION AND BEHAVIOR

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Museums play a role in preserving and displaying cultural heritage. The study of museums can deeply understand the history and culture of different historical periods and regions. Cultural and creative products are the link between the past and the present. How to reshape the classic culture, bring the museum culture into daily life, meet the needs of the public for cultural products, and promote the construction of social spiritual civilization has become an important topic of current cultural research. This paper uses network data mining method, emotion analysis method, field research method, data literature review method and so on. Starting with people's emotions in items, this paper studies the influencing factors affecting people's emotions in item placement by using traditional research and big data research methods. The emotional values of influencing factors of different groups are calculated to provide basis for reasonable placement and transformation of items. According to the emotion research method, an emotion analysis model is preliminarily constructed. Through the study of people's emotions during the visit, we can understand the real emotional experience and provide basis for reasonable planning and transformation of Museum items. The emotion analysis model based on microblog data is preliminarily constructed, and the emotion influencing factors, the level of factor emotion value and the visit stay time provide the transformation design for the display of Museum items.

Key words: exhibition design - emotion and behavior - emotion analysis - data mining

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