

especially for those who are familiar with it. However, college students are in a specific stage of physical maturity and psychological immaturity. They are facing more and more social challenges, learning pressure and employment pressure, which leads to students' long-term tension and anxiety. According to the relevant survey data, the mental health or anxiety of college students is not optimistic. At present, about 30% of college students in China have varying degrees of mental health problems, mainly manifested in anxiety, depression, paranoia, compulsion, tension and so on. Therefore, taking college students as the research object, this paper focuses on the correlation between college students' emotional anxiety and their consumption behavior in the e-commerce environment, determines the psychological factors affecting college students' consumption, and provides corresponding suggestions to ensure college students' mental health and rational consumption.

Objective: Based on the era environment of e-commerce, this paper analyzes the impact of college students' anxiety on their consumption behavior, and provides guidance for college students' mental health and rational consumption based on the correlation between college students' anxiety and their consumption behavior.

Research objects and methods: 500 college students were randomly selected from five colleges and universities in our city. At the level of college students' anxiety emotion measurement: carry out college students' anxiety psychological measurement in combination with the diagnostic test of anxiety tendency. The scale contains 100 questions, including eight dimensions: learning anxiety tendency, anxiety tendency towards people, loneliness tendency, self-blame tendency, allergic tendency, physical symptoms, phobic tendency and impulsive tendency. Whether it is recorded as 1 point or not is recorded as 0. In the evaluation of college students' consumption behavior, the amount, frequency and quantity of consumption are used as indicators. So as to determine the correlation between college students' anxiety and their consumption behavior.

Methods: Excel software analysis was used for statistical data processing.

Results: Table 1 shows the correlation between college students' anxiety and their consumption behavior. On the whole, college students' anxiety psychology is positively correlated with their consumption amount, consumption frequency and consumption quantity, which indicates that college students will have extreme or irrational consumption behavior when they are in a state of anxiety.

Table 1. Correlation between anxiety and consumption behavior of college students

Factor	Consumption amount	Consumption frequency	Consumption quantity
Anxious learning	0.65	0.55	0.67
Communication anxiety	0.62	0.55	0.63
Loneliness tendency	0.43	0.33	0.54
Self-reproach tendency	0.34	0.44	0.34
Sensitive tendency	0.47	0.49	0.44
Physical symptoms	0.34	0.44	0.49
Terrorist tendency	0.46	0.49	0.44
Impulsive tendency	0.35	0.44	0.36
Total score	0.49	0.47	0.49

Conclusions: In the era of e-commerce, college students are the main force of online shopping. However, when college students are in anxiety, they will have extreme consumption or irrational consumption behavior. In this regard, special attention should be paid to ensure the coordinated development of college students' mental health and rational consumption.

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RESEARCH ON ADVERTISING PHOTOGRAPHY FUNCTION AND COMMUNICATION ADVANTAGE BASED ON AUDIENCE PSYCHOLOGY

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Background: People's psychological activities are not only colorful, but also extremely complex.

According to the explanation of psychology, psychology is the dynamic reflection of the human brain to the external objective world. It is the general name of psychological activity and personality process. It mainly includes feeling, perception, memory, imagination, emotion, will, interest, ability, character and so on. Human psychology is developed on the basis of animal psychology. It is the highest stage of psychological development, which is essentially different from animal psychology. It is the product of social practice and has the characteristics of consciousness and initiative. As an organic part of human psychology, audience psychology has the commonness of human psychology. At the same time, audience psychology is closely related to human communication activities, and accompanied by the formation and development of human communication activities. In this sense, audience psychology is the dynamic reflection of information dissemination in the minds of the audience. It includes the acceptable behavior and psychological activities of the audience. Psychological research shows that simple psychological activities and complex psychological activities are not illusory, but have their own characteristics and foundation. This feature is based on the human brain. The communication effect is realized by spreading information and acting on the human brain. Without the human brain and the brain of normal people, the communication of information will lose its vitality and function, and the communication effect will be impossible. As far as psychology is concerned, it is the objective premise for the formation of human brain, but it cannot reflect the reality of the human brain. Main social conditions, such as natural conditions, social customs and social reality. Without objective reality, people's psychology will become water without source and trees without roots. From the perspective of audience psychology, this "objective reality" is the communication information transmitted by communicators through specific communication tools and methods. Only when people constantly exchange information with the outside world can people think normally for a long time. Complete isolation from external information is the beginning of losing reason. External information that stimulates thinking is as important as food. Therefore, information dissemination is the source of audience psychology. Without the dissemination of information, the normal acceptance psychology of the audience cannot be produced.

Any communication activity, whether mass communication or interpersonal communication, is inseparable from the audience. Only by understanding the characteristics of the audience can we help to grasp the psychology of the audience. For advertising photography, modern advertising photography technology, especially digital image processing technology, enables people to manipulate photographic images at will, so that the creativity of advertising designers can get rid of constraints and gallop freely. Advertising photography has entered a creative era, which has brought more visual impact and enjoyment to people. However, if modern advertising photography wants to give full play to its functions and communication advantages, it is inseparable from the grasp of the audience's psychology. Relevant research points out that advertising photography based on audience psychology has important advantages in the application of advertising media, which is mainly reflected in the following aspects: the advantages of visual information dissemination, the coexistence of practical and aesthetic functions, and the advantages of authenticity, credibility and convenience. In view of this, this paper launched the research and design of advertising photography function and communication based on audience psychology, in order to bring more convenient and efficient work efficiency for advertising photography.

Objective: Based on the psychology of the audience, carry out the research and design of the function and communication of advertising photography, in order to shorten the psychological distance between advertising photography and the audience, so as to bring more convenient and efficient work efficiency.

Research objects and methods: Randomly select 100 audiences as the research object, and compare and analyze the audience's satisfaction with the advertising photography function and communication before and after the implementation of the audience's psychological intervention. The evaluation indicators include visual information communication, the coexistence of practical and aesthetic functions, authenticity, credibility, convenience and effectiveness.

Methods: The data are analyzed by Minitab20 latest version of data statistics software.

Results: Table 1 shows the audience's satisfaction with the function and communication of advertising photography before and after the implementation of audience psychological intervention. On the whole, compared with before and after the implementation of audience psychological intervention, the satisfaction of the audience has been improved in the four dimensions of advertising photography function and communication, which is statistically significant ($P < 0.05$).

Conclusions: The research and design of advertising photography function and communication based on audience psychology can effectively improve the audience's satisfaction with advertising photography function and communication, and then have significant advantages in advertising photography function and communication, which is worthy of promotion and application in the field of advertising photography.

Table 1. Audience satisfaction with advertising photography function and communication before and after the implementation of audience psychological intervention [n (%)]

Category		Dissatisfied (%)	Satisfied (%)	Very satisfied (%)
Before intervention	Visual information dissemination	40	50	10
	Practical and aesthetic functions coexist	47	43	10
	Credibility and effectiveness	60	32	8
After intervention	Visual information dissemination	20*	20*	40*
	Practical and aesthetic functions coexist	10*	20*	70*
	Credibility and effectiveness	8*	30*	62*

Note: * $P < 0.05$, compared with the satisfaction of the audience before the intervention.

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THE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM ON COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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Background: Individuals expect vague and uncertain internal and external stimuli to pose a threat to their self-esteem and feel unable to cope, which constitutes an anxiety experience. Employment anxiety is a special, tense, uneasy, strong and lasting emotional experience caused by the whole employment situation, and causes corresponding physiological and behavioral changes. The main manifestations are: I think employment is a threat. I am very worried about the possible consequences of not finding a job or a good job. In the process of employment, there will be some physical reactions, such as decreased sleep quality, accelerated heartbeat, inattention and confusion of thinking, which have a great impact on my study, work and life. College students' employment anxiety can be defined as: college students' employment anxiety refers to that college students do not make psychological preparations in the face of employment, feel unable to grasp their own destiny, and do not know how to face employment competition, resulting in psychological conflicts or setbacks in employment. At present, affected by the international financial crisis, it is an indisputable fact that college students are facing a severe employment situation. In order to reduce costs, many enterprises have laid-off workers, which has exacerbated the employment anxiety of college students. Long-term anxiety is not conducive to the mental health development of college students, but also directly affects their employment effect. Therefore, the anxiety of college students has attracted the great attention of national leaders, university staff and researchers. So far, the research on college students' employment anxiety has achieved some results, which provides reference and support for college employment guidance.

Relevant research shows that the employment problem is an important factor leading to graduates' anxiety, that is to say, it reflects the universality of college students' employment anxiety. The researchers discussed the factors affecting the employment of college graduates and the reasons for employment difficulties. In the case of widespread employment anxiety among college graduates, the explanation of the huge differences between individuals is not detailed enough. Previous studies on employment anxiety are mostly aimed at college graduates and cannot cover all college students, which obviously cannot fully explain this problem. In this study, we believe that college students' employment anxiety refers to a complex emotional response that college students do not make psychological preparations in the face of employment, feel unable to grasp their own destiny, and do not know how to face employment competition, resulting in employment psychological conflict or frustration. College students have expectations and anxiety about employment. Employment anxiety is a kind of state anxiety, which gradually intensifies with the approaching of job selection and employment problems. After this problem is solved, employment anxiety will be reduced. Therefore, employment anxiety can be measured and studied as general anxiety. In short, in the case of an unsatisfactory employment environment, college students are facing greater employment pressure and challenges than ever before, showing varying degrees of anxiety. Their own regulation ability, cognition and coping style will greatly affect their emotional state. Therefore, this study studies the employment situation of college students from the perspective of psychological elasticity, in order to provide a new perspective for the development of employment psychological counseling in colleges and universities. Colleges and universities strive to cultivate college students' positive psychological quality and cultivate their healthy personality traits such as competitiveness, adaptability and stability.