

significantly lower than those in the control group ($P < 0.05$). The results were significantly higher than those of the control group ($P < 0.05$). Therefore, the construction of high-quality teachers of vocational education based on educational psychology can improve students' performance and practical ability, alleviate students' negative emotions, and then avoid students suffering from cognitive impairment.

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ON THE AESTHETIC APPROACH OF SHORT VIDEO FROM THE PERSPECTIVE OF FILM AESTHETICS UNDER THE BACKGROUND OF MASS PSYCHOLOGY

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Background: in recent years, with the accelerating process of economic globalization, people's pace of life is getting faster and faster, and the competition in society, work and study is becoming more and more intense. Many people have mental health problems, which are more likely to be overwhelmed by pressure and produce negative emotions. The long-term backlog of negative emotions leads to teenagers suffering from mental anxiety disorder. The objective purpose of anxiety is to guide people how to quickly take various measures and urgently mobilize various value resources, so as to effectively prevent the serious deterioration of the value characteristics of real or future things and make them develop in a favorable direction. However, excessive anxiety will form emotional or physiological diseases, which will seriously damage the physical and mental health of patients. Therefore, we need to find an appropriate way to imperceptibly improve the public's mental health level, alleviate the public's negative emotions, and then alleviate the public's mental anxiety disorder.

With the progress of Internet technology, the rise of short video has gradually become the main way of entertainment for the public, which can help the public alleviate their negative emotions. But now many short videos are relatively vulgar, aesthetic value is not high, and the therapeutic effect on anxiety patients is not significant. Design psychology is a kind of popular psychology, which can analyze people's psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals, and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. Design psychology contains many contents, including visual design, color psychology, consumer psychology, product design, environmental design, personality tendency, hierarchical demand and so on. Based on the theory of design psychology, it can enhance the aesthetic value of short videos from the perspective of film aesthetics, and then deliver more high-quality value output and emotional expression to the public. Finally, it can alleviate the negative emotions of the public, treat psychological diseases such as anxiety and depression, and contribute to the construction of a harmonious society.

Objective: People's pace of life is getting faster and faster, and the competition in society, work and study are becoming more and more fierce. Many people have problems with their mental health. The short video has become the main form of entertainment for the public, which can help the public alleviate their negative emotions. But now many short videos are relatively vulgar, aesthetic value is not high, and the therapeutic effect on anxiety patients is not significant. The research is based on the theory of design psychology to improve the aesthetic value of short videos, so as to alleviate the negative emotions of the audience, and to treat psychological diseases such as anxiety and depression.

Research objects and methods: 80 students with different degrees of anxiety were randomly selected from a university as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the mental health status of students.

Research design: 80 students were randomly divided into research group and control group with 40 people in each group. Among them, the students in the research group watch short videos based on design psychology to improve aesthetic value for 20 minutes every day, and the students in the control group watch general short videos for 20 minutes every day. After a period of time, the mental health status of the two groups of students was compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After teaching, the SAS score, SDS score and HADS score of children in the study group were lower than those in the control group, and the difference was significant ($P < 0.05$). The SAS scores of the

two groups of students are shown in Figure 1.

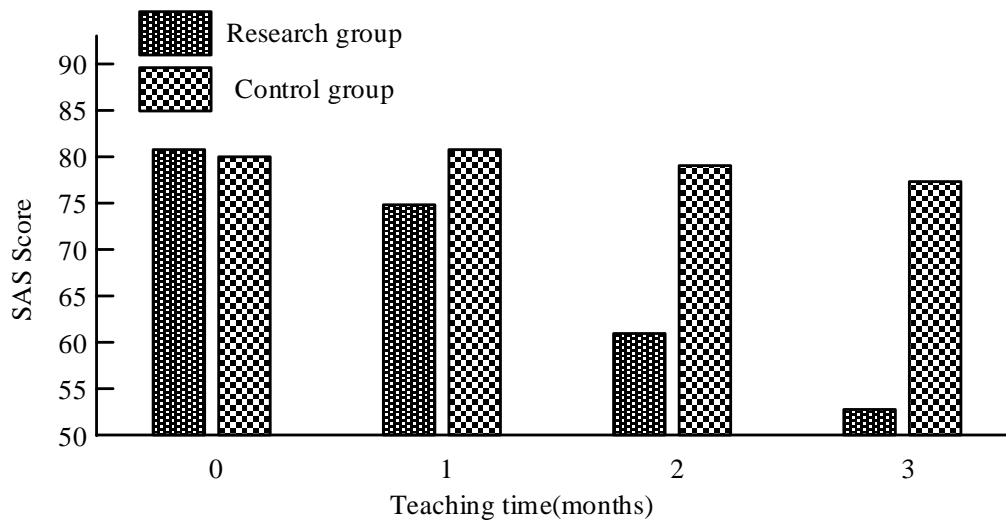


Figure 1. SAS scores of two groups of students

Conclusions: In recent years, with the accelerating process of economic globalization, people's pace of life is getting faster and faster, and the competition in society, work and study is becoming more and more fierce. Under the huge competitive pressure, some people suffer from anxiety symptoms, which affect their daily life and study. With the progress of Internet technology, the rise of short video has gradually become the main way of entertainment for the public, which can help the public alleviate their negative emotions. But now many short videos are relatively vulgar, aesthetic value is not high, and the therapeutic effect on anxiety patients is not significant. Based on the theory of design psychology, the research improves the aesthetic value of short video from the perspective of film aesthetics, and then transmits more high-quality value output and emotional expression to the public. The results showed that after teaching, the SAS score, SDS score and HADS score of children in the study group were lower than those in the control group, and the difference was significant ($P < 0.05$). Therefore, integrating the theory of design psychology into the short video can effectively improve the aesthetic value of the short video, and finally alleviate the public's negative emotions, treat the public's anxiety, depression and other mental diseases, and contribute to the construction of a harmonious society.

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EVALUATION MODEL OF ADVERTISING COMMUNICATION EFFECT BASED ON SOCIAL PSYCHOLOGY AND ITS APPLICATION

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Background: Advertising communication effect refers to the impact of advertising on the audience's psychology, behavior, understanding and memory. Therefore, the evaluation of broadcasting communication effect is very important. The traditional evaluation methods of advertising communication effect are inefficient, time-consuming and heavy workload. The staff are often unable to get accurate results within the specified time, so they have great psychological pressure. In addition, the evaluation of radio communication effect is relatively boring, and the staff often have negative emotions such as irritability and anxiety. Over time, negative emotions cannot be alleviated, which will lead to psychological diseases such as anxiety and depression, affect the physical and mental health of staff, affect daily life and work, and have a negative and negative impact on individuals and enterprises. Therefore, we need to find a fast, efficient and convenient evaluation method of advertising communication effect to improve work efficiency, alleviate the negative emotions of staff, and then treat the anxiety and depression of staff.

Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so