

two groups of students are shown in Figure 1.

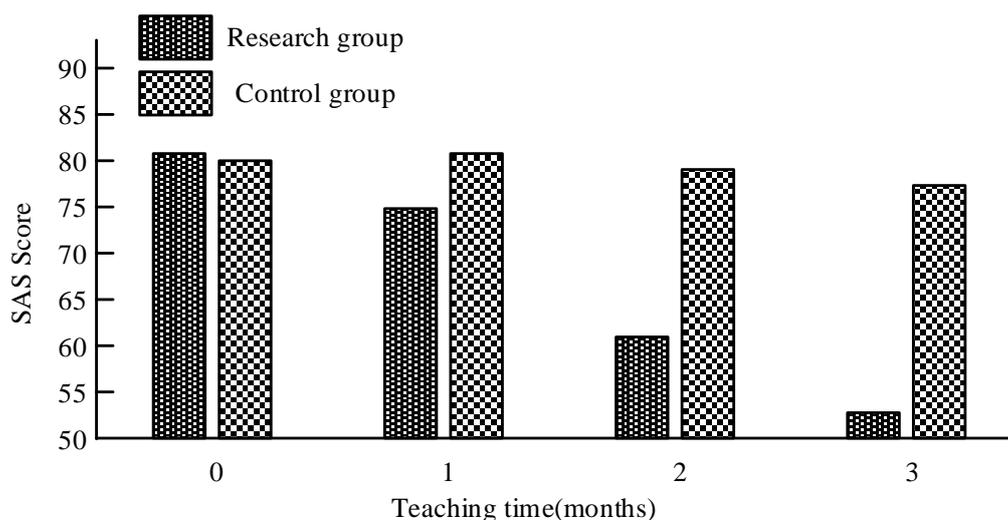


Figure 1. SAS scores of two groups of students

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

on. Social psychology is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of surrounding environment on individual. Based on the theory of social psychology, this study discusses the psychological impact of advertising communication on the audience in all aspects, and then constructs the evaluation model of advertising communication effect. The evaluation model of advertising communication effect can quickly and accurately complete the evaluation of advertising communication effect, greatly improve work efficiency, reduce workload, and then alleviate the anxiety and depression of staff.

Objective: The evaluation of radio communication effect is relatively boring. Staff often have negative emotions such as irritability and anxiety, which leads to staff suffering from psychological diseases such as anxiety and depression, which affects the physical and mental health of staff, as well as their daily life and work. Based on the theory of social psychology, this study constructs an advertising communication effect evaluation model to improve work efficiency and reduce workload, so as to alleviate the anxiety and depression of staff.

Research objects and methods: In 21 advertising companies in C City, 60 patients with varying degrees of anxiety engaged in the evaluation of advertising communication effect were selected 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 patients.

Study design: 60 patients were randomly divided into study group and control group with 30 people in each group. The patients in the study group used the advertising communication effect evaluation model based on social psychology to work. The patients in the control group used the traditional method to work. After a period of time, the mental health status of the two groups was compared.

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

Results: After a period of work, the SAS score, SDS score and HADS score of patients in the study group were significantly lower than those in the control group ($P < 0.05$). The SAS scores of the two groups are shown in Figure 1.

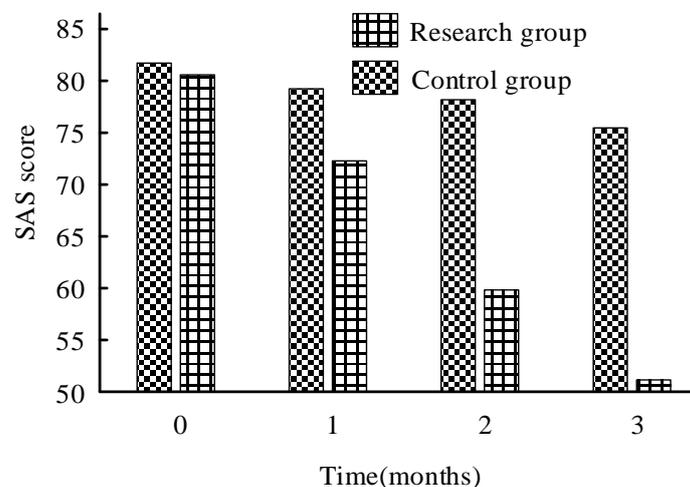


Figure 1. SAS scores of patients in both groups

Conclusions: The traditional evaluation methods of advertising communication effect are inefficient, time-consuming and heavy workload. The staff often cannot get accurate results within the specified time. Therefore, they are under great psychological pressure and are prone to negative emotions, which eventually leads to psychological diseases such as anxiety and depression. Based on the theory of social psychology, this study discusses the psychological impact of advertising communication on the audience in all aspects, and then constructs an evaluation model of advertising communication effect, so as to improve work efficiency and reduce workload. The results showed that after a period of work, the SAS score, SDS score and HADS score of patients in the study group were lower than those in the control group, and the difference was significant ($P < 0.05$). Therefore, the construction of advertising communication effect evaluation model based on social psychology theory can improve work efficiency, reduce workload, and then alleviate the anxiety and depression of staff.

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THE IMPACT OF NIGHT ECONOMIC DEVELOPMENT ON “NEW” CONSUMERS’ PSYCHOLOGY AND BEHAVIOR IN DAWAN DISTRICT OF GUANGDONG, HONG KONG AND MACAO FROM THE PERSPECTIVE OF FINANCE AND TAXATION

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Background: In the process of rapid economic and social development, people’s pace of life has become faster and faster, and they are facing more and more pressures, such as work pressure, competition pressure, family pressure and loan pressure. In this case, modern people are prone to psychological imbalance and suffer from psychological diseases, such as anxiety, depression, cognitive impairment and so on. In order to alleviate their negative emotions, many people will choose an appropriate way to relax after work to release pressure and regulate their emotions and state. Night economy is an economic development model based on consumption, which is closely related to residents’ consumption behavior and consumption psychology. At the same time, it is also an important way to release residents’ psychological pressure and environmental anxiety.

Consumer psychology is a subject that studies the law of consumers’ consumption decision-making psychology and consumption behavior. Its core idea is to take consumers as the core, provide consumers with high-quality products and services, and promote consumers to carry out consumption behavior. Consumer psychology mainly studies the psychological phenomena and behavior laws of consumers in consumption activities. Its purpose is to study the laws of psychological activities and individual psychological characteristics in the process of daily consumption and daily purchase behavior. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Guangdong Hong Kong Macao Great Bay area is a hub connecting domestic circulation and international circulation. There are many fiscal and tax preferential policies, and the nighttime economy also develops rapidly. Based on consumer psychology, this study discusses the therapeutic effect of the night economic development of Guangdong, Hong Kong and Macao on consumers’ anxiety from many aspects, provides a new way for the release of pressure and anxiety relief of urban residents, and also promotes the night economic development of Guangdong, Hong Kong and Macao.

Objective: Modern people are easy to suffer from psychological imbalance and mental diseases, such as anxiety, depression, cognitive impairment and so on. Based on consumer psychology, this study discusses the therapeutic effect of night economic development on consumers’ anxiety in Dawan District of Guangdong, Hong Kong and Macao from many aspects, so as to provide a new way for urban residents to release pressure and alleviate anxiety.

Research objects and methods: 80 anxiety patients who had never spent money at night were selected as the research objects in a third-class hospital. 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 patients.

Study design: Using random number table method, 80 patients were randomly divided into study group and control group, with 40 people in each group. In addition to routine treatment, the patients in the study group are recommended to spend money at night in the Dawan District of Guangdong, Hong Kong and Macao every day to release the pressure. The patients in the control group were only treated with routine treatment. After a period of time, the mental health status of the two groups was compared.

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

Results: After a period of time, the SAS score, SDS score and HADS score of patients in the study group were significantly lower than those in the control group ($P < 0.05$). The SDS scores of the two groups are shown in Table 1.

Conclusions: In the process of rapid economic and social development, people’s pace of life has become faster and faster, and they are facing more and more pressure. Therefore, they are very prone to mental diseases, such as anxiety, depression, cognitive impairment and so on. Based on consumer psychology, this study discusses the therapeutic effect of the night economic development of Guangdong, Hong Kong and Macao on consumers’ anxiety from many aspects, provides a new way for the release of pressure and anxiety relief of urban residents, and also promotes the night economic development of Guangdong, Hong