

experimental group, with 50 in each group. The control group adopts the conventional new retail smart circulation supply chain system, and the experimental group adopts the new retail smart circulation supply chain system based on cognitive psychology. Then, the psychological experience of the two groups of consumers is compared and analyzed. The evaluation indicators of consumers' psychological experience include: consumption expectation, consumption scene, business situation, service mode, community relationship and psychological demand. 0-3 points are dissatisfied, 4-6 points are satisfied, and 7-10 points are very satisfied.

**Methods:** Use Excel software for statistical data analysis.

**Results:** Table 1 shows the psychological experience of the two groups of consumers. It can be seen from Table 1 that compared with the control group, the experimental group of the new retail smart circulation supply chain system based on cognitive psychology has better psychological experience effect, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Psychological experience of two groups of consumers ( $n=100$ )

| Factor                  | Control group ( $n=50$ ) | Experience group ( $n=50$ ) | <i>P</i> |
|-------------------------|--------------------------|-----------------------------|----------|
| Consumption expectation | 2                        | 8                           | 0.00     |
| Consumption scenario    | 3                        | 7                           | 0.00     |
| Business context        | 2                        | 8                           | 0.00     |
| Service mode            | 1                        | 8                           | 0.00     |
| Community relations     | 2                        | 9                           | 0.00     |
| Psychological needs     | 3                        | 8                           | 0.00     |

**Conclusions:** The new retail smart circulation supply chain system based on cognitive psychology can effectively improve consumers' psychological experience, and then is of great significance to the overall operation of the new retail circulation supply chain.

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## INFLUENCE OF TRADITIONAL CLOTHING COLOR MATCHING ON PEOPLE WITH MEMORY IMPAIRMENT

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**Background:** Memory impairment is one of the main manifestations of mild cognitive impairment in the elderly. The prevalence of memory impairment among the elderly worldwide exceeds 3%. With the aging society in China, the incidence rate of memory impairment has increased year by year. This is a heavy burden on families and society. Memory impairment refers to the pathological state of functional decline or loss of any one or more links of memory, preservation, cognition and reproduction. It is a common symptom of neurological and mental illness. Memory impairment can be divided into long-term memory impairment, short-term memory impairment and short-term memory impairment. The disease can be improved by drug treatment, psychotherapy and other methods. At present, it cannot be completely cured. The etiology of memory impairment is complex. This is a syndrome that can occur in many diseases. It can come from brain and systemic diseases, including dementia, brain trauma, cerebrovascular diseases and so on. This disease often occurs in people with a family history of brain injury, cerebrovascular disease and degenerative diseases. It can be caused by infection and abnormal nutritional metabolism. At the level of dementia, it is an acquired and persistent intellectual impairment syndrome caused by brain dysfunction, including Alzheimer's disease, frontotemporal degeneration, vascular dementia and so on. The occurrence of dementia is slow and hidden, and memory loss is the main core symptom. In terms of brain injury, brain injury is caused by external forces. Damage to the brain parenchyma can lead to memory impairment, which may be temporary or permanent. At the level of cerebrovascular diseases, such as cerebral infarction and stroke, these diseases can lead to brain injury and memory impairment. When patients with memory impairment, severe memory impairment or diagnosed memory impairment have symptoms such as

depression and thinking retardation, they need to go to the psychiatric department or other corresponding departments in time to pass serological examination, memory test, EEG, cerebrospinal fluid examination, skull CT, MRI and other examinations. At the level of psychotherapy, when patients with memory impairment have symptoms of depression and anxiety, they should first seek psychotherapy to help them master their diseases, correctly understand the diseases, eliminate tension and anxiety, and accept the treatment measures proposed by doctors, which is conducive to the recovery of the diseases. Relevant studies have pointed out that with the increasing pressure of social competition and work pressure, memory disorders tend to be younger, which should attract extensive attention of the state and society.

The clothing of Han Dynasty embodies the aesthetic characteristics of “simplicity” from the aspects of shape, color and quality. The appearance of this aesthetic feature reflects the art’s grasp of the nature of heaven, earth and man in this period. Pursue simplicity and inaction, take “uselessness” and “selflessness” as values, achieve the realm of spiritual freedom and harmony of all things, blend the subject and object, and finally make the object of artistic creation reflect the beauty of pursuing essence and root. In addition, through the cultivation and education of art, we can complete the internalization of “goodness”, and finally form the personality cultivation of “benevolence”, so that art and morality can finally meet the requirements of internal integration and unity, which is also what art needs most today. Relevant studies have pointed out that the “neutralization gas” reflected in the color matching of traditional clothing has an important impact on alleviating the symptoms of people with memory impairment, because the color matching of traditional clothing grasps the essence of art from people’s mind and nature, pursues the free liberation of spirit, and highlights the grasp of mind from specific personality life. Therefore, it is a new strategy for the clinical treatment of people with memory impairment.

**Objective:** In view of the personality cultivation and spiritual freedom embodied in the color matching of traditional clothing, this study constructs a scheme for the treatment of memory impairment based on the color matching of traditional clothing, in order to provide a new idea for improving the clinical symptoms of patients with memory impairment.

**Research objects and methods:** 100 patients with memory impairment were selected as the research object, and the symptoms of memory impairment were measured in combination with the Self-rating Scale for memory impairment (AD8). The scale has seven dimensions, which are divided into judgment difficulty, decreased interest, repetitive behavior, learning difficulty, inability to deal with details, daily memory difficulty and decreased thinking ability. The higher the score, the more serious the memory impairment. Then, the psychotherapy model based on traditional clothing color matching was adopted to carry out the intervention. The intervention cycle was 6 months. The improvement of patients’ memory impairment symptoms before and after the intervention was compared and analyzed.

**Methods:** Data through SPSS23.0 statistical analysis software is completed.

**Results:** Table 1 shows the improvement of memory impairment symptoms before and after the intervention. It can be seen from Table 1 that compared with before the intervention, after the implementation of the psychotherapy mode of traditional clothing color matching, the symptoms of memory impairment of patients have been effectively improved, with statistical difference ( $P < 0.05$ ).

**Table 1.** Improvement of memory impairment symptoms before and after intervention

| Factor                         | Before intervention | Intervention 3 months | Intervention 6 months | <i>P</i> |
|--------------------------------|---------------------|-----------------------|-----------------------|----------|
| Judgment difficulty            | 4.37±0.48           | 3.52±0.60             | 2.69±0.59             | 0.00     |
| Decreased interest             | 4.62±0.58           | 3.39±0.43             | 2.47±0.43             | 0.00     |
| Thinking ability decline       | 4.66±0.61           | 3.45±0.56             | 2.54±0.55             | 0.00     |
| Repetitive behavior            | 4.52±0.60           | 3.25±0.43             | 2.36±0.41             | 0.00     |
| Learning difficulty            | 4.39±0.43           | 3.52±0.60             | 2.69±0.59             | 0.00     |
| Inability to deal with details | 4.45±0.56           | 3.39±0.43             | 2.47±0.43             | 0.00     |
| Daily memory difficulty        | 4.25±0.43           | 3.45±0.56             | 2.54±0.55             | 0.00     |

**Conclusions:** The psychotherapy mode based on traditional clothing color matching can effectively improve the clinical symptoms of patients with memory impairment, and then it can be regarded as a new path and direction for clinical treatment of people with memory impairment.

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## CONSTRUCTION OF COLLEGE ENGLISH MICRO CURRICULUM RESOURCES BASED ON SOCIAL PSYCHOLOGY

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**Background:** Social psychology is to explore interpersonal relationships from the level of individuals and social groups. It explores behavioral and psychological changes between individuals and groups. Man is the unity of physiology, psychology and society. People's mental health is affected by family environment and social life factors. Social psychology attaches importance to the analysis of individual psychological factors and emphasizes the interaction between individual and society. The most basic organizational form of social life is the family. The first cradle of personal growth after birth is also the family. Personal mental health problems are closely related to family environment. Parents' socio-economic status, family structure and family relations, family rearing style, childhood life experience and early education are important factors affecting individual mental health. Social life factors include social culture, knowledge, wealth, social competition, interpersonal relationships and so on. When individuals are in mental health, they can actively adapt to social life and natural environment through psychological activities and mental state. Mental health is easy to be affected by social life factors. The influence of social culture on individual mental health mainly has two ways: one is standardized social culture; the other is non standardized social culture. Standardized social culture is the objective compulsion of social culture and the consciousness of individual self-regulation. In the process of social survival, individuals will consciously restrict their behavior according to social norms and make individuals gradually socialized. However, due to the particularity of individuals, in the process of socialization, their social culture will collide with their emotions, resulting in individual mental health problems. Personality is the sum of people's psychological characteristics. Different time and place have different effects on people's thought, emotion and behavior. Personality tendency and psychological characteristics are two main aspects of personality, which have a great impact on people's mental health. Personality tendency is the driving force of personality. Research shows that personality tendency is the most active factor in personality. Personality tendency determines people's attitude towards reality and the tendency and choice of social cognitive objects. In short, mental health problems, also known as psychological imbalance, are a series of problems different from physiological diseases caused by the central nervous system. In recent years, China has paid more and more attention to mental health problems. Relevant scholars and experts continue to analyze the influencing factors of adult mental health problems from all aspects, and put forward corresponding solutions. Among them, personality and social psychology have a great impact on people's mental health. Through the study of it, we can find many ways to improve people's mental health level, so as to improve the mental health level of our people.

The traditional college English teaching model has been difficult to meet the social requirements for college students' English level. How to innovate college English learning mode and enable students to learn English anytime and anywhere is undoubtedly the key to the development of modern college English teaching. With the continuous innovation and development of education and teaching theory in the new era, colleges and universities have made major breakthroughs in teaching methods and means. Among them, colleges and universities can search and produce college English micro courses that meet the characteristics of students, enrich college English teaching resources and improve the informatization level of college teaching. Relevant studies have pointed out that college English micro curriculum learning can not only comprehensively improve college students' English level, but also be of great significance to the construction of modern college students' personality psychology. Therefore, from the perspective of social psychology, finding and making college English curriculum resources with rich psychological education content has important theoretical and practical value for improving college students' English level and positive personality.

**Objective:** In order to improve college students' positive personality, this paper constructs an intervention model of college English micro curriculum resources based on social psychology, which aims to promote college students' English level and help college students' mental health development.

**Research objects and methods:** 300 college students were randomly divided into control group and experimental group, with 150 students in each group. The control group implemented the traditional college English micro curriculum resource model, and the experimental group implemented the college English micro curriculum resource intervention model based on social psychology. The intervention cycle was 3 months. Then combined with the positive personality scale, the students' positive personality is measured. The scale has 88 items, including 24 dimensions. The higher the score, the more stable the corresponding positive personality is. Finally, the changes of positive personality of the two groups of students are analyzed and compared.