

technology has opened up a new development path for the ideological and political education of college students. Colleges and universities are required to establish a new innovative teaching mode of ideological and political education of college students, break the tradition, and deeply excavate the value significance of ideological and political education of college students to improve the level of mental health of college students. College students' enthusiasm and enthusiasm for ideological and political education.

Objective: To analyze the current situation of college students' ideological and political education under the new social situation, understand the problems existing in the traditional mode of college students' ideological and political education, and explore the innovative development path of college students' ideological and political education. Starting from the development mode of college students' ideological and political education under the new media environment, this study analyzes the impact of the innovative development of college students' ideological and political education on alleviating college students' anxiety, and analyzes the application value of college students' ideological and political education on improving college students' mental health level, hoping to provide reference for alleviating college students' anxiety.

Research design: Based on the general survey of college students' mental health level in 2021, this study obtains the relevant statistical data of college students' mental health quality, analyzes the current situation of college students' psychological anxiety, and understands the source and degree of college students' psychological anxiety. This study uses the artificial neural network evaluation method to analyze the impact of the innovative development of college students' ideological and political education on alleviating college students' anxiety, uses BP neural network to construct the innovative development model of college students' ideological and political education, and takes the psychological anxiety data of college students in the census data as the input variable of the model, to analyze the therapeutic effect of the innovative development of college students' ideological and political education in alleviating college students' psychological anxiety.

Results: The statistical analysis results of the sources of anxiety of contemporary college students are shown in Table 1. The psychological anxiety of contemporary college students mainly comes from the nervous state of college students on academic performance, interpersonal communication and employment development. Some college students are difficult to adapt to the university learning mode and have poor initiative and enthusiasm for learning, resulting in academic performance anxiety. Some college students are afraid of interpersonal communication in daily life and future employment development, afraid of contact with people and confused about future development.

Table 1. Statistical analysis of the sources of anxiety of contemporary college students

Survey object	Freshman	Sophomore	Junior	Senior
Academic	4	3	3	4
Social	3	4	3	3
Obtain employment	3	3	4	4

Conclusions: To carry out the ideological and political education of college students, we should take the reality of college students' life and study as the basis, have an in-depth conversation with college students with psychological problems, help college students with psychological anxiety solve their mental health problems, deal with specific things in life, and improve their mental health level. Mental health education is an important part of college students' ideological and political education. Colleges and universities should pay attention to the mental health education of college students, analyze the laws and characteristics of college students' physical and mental development, establish the training mechanism of college students' mental health development on this basis, and formulate a scientific and reasonable mental health education plan for college students. Moreover, colleges and universities should establish a sound ideological and political education system and mental health education mechanism, and do a good job in the allocation of resources for ideological and political education and mental health education, so as to provide a good environmental atmosphere for alleviating college students' anxiety.

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THE INFLUENCE OF COLOR APPLICATION ON PSYCHOLOGY IN CHINESE ANTIQUE INTERIOR DESIGN

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Background: Color psychology is an interdisciplinary subject of art and psychology that studies the various elements of color and their impact on human psychology when combined with objective objects. Because in the evolution of human species, various types of colors in the environment often represent different things and meanings. For example, the main color at night is black, which is the main rest time of human beings and will make human beings feel calm. The relationship between color and the psychology of objective things is abstracted, engraved into the human brain, and preserved through heredity, which still affects us today.

Interior design is to serve people. In the design process, we should comprehensively consider the impact of relevant factors on people's psychology, and color is an element that will significantly affect residents' psychology. Color is an objective thing. It affects people's psychology by combining with the walls, furniture and other parts of the indoor space. For example, the restaurant takes warm colors such as orange as the main color, which can increase the appetite of diners and speed up their dining speed. The swimming pool takes blue as the main color, which is easy to produce a quiet and pleasant psychological feeling. The coffee shop decorates the environment with brown as the background color, which can make people feel comfortable. The ancient-style interior design schools in China have played an irreplaceable role in inheriting and protecting Chinese architectural culture. However, the color selection of ancient style interior design in China is mostly red and black, and the spatial layout is relatively rigid, which is easy to cause aesthetic fatigue, which is not conducive to its promotion. Therefore, this study attempts to apply the principles and methods of color psychology to Chinese antique interior design, hoping to improve the attraction of this design style to modern residents.

Objective: To analyze the types and characteristics of Chinese antique interior design, and then design experiments to verify the impact of integrating the knowledge of color psychology into Chinese antique interior design on the psychology of residents.

Objects and methods: Collect a large number of literatures on color psychology and Chinese antique interior design published in recent years, and put forward some methods that may help to improve the effect of Chinese antique interior design. Then a decoration experiment is designed. The experimental subjects are 20 heads of households with their own houses randomly selected from China. They are divided into experimental group and control group, with 10 families in each group. The permanent rooms of the two groups are decorated with Chinese antique interior design, but the decoration of the experimental group is integrated with the above-mentioned color psychology method, adjust and combine the colors of room elements, while the decoration process of the control group does not need to consider color psychology. In addition, before and after the experiment, SCL-90 (Symptom Checklist-90) survey should be conducted for all heads of households to understand the psychological changes of heads of households before and after decoration. After the experiment, one-on-one interviews were conducted with the heads of households in the experimental group in order to understand their psychological feelings about decoration.

Results: The characteristics of all measurement types in the study were displayed by means of mean \pm standard deviation, and *t*-test was conducted. The significance level of difference was set to 0.05. After the experiment, the SCL-90 score data of the two groups of heads of households were counted to get Table 1.

Table 1. Statistical results of SCL-90 scores of two groups of household heads after the experiment

Project	Experimental group (n=10)	Control group (n=10)	<i>t</i>	<i>P</i>
Somatization	1.31 \pm 0.62	1.32 \pm 0.76	1.145	2.843
Obsession	1.27 \pm 0.55	1.45 \pm 0.58	0.515	0.024
Susceptibility	1.26 \pm 0.58	1.24 \pm 0.49	0.641	1.142
Depressed	1.32 \pm 0.80	1.62 \pm 0.65	0.362	0.008
Anxious	1.24 \pm 0.41	1.53 \pm 0.43	0.569	0.027
Hostile	1.45 \pm 0.46	1.44 \pm 0.62	3.121	0.447
Terror	1.48 \pm 0.48	1.46 \pm 0.54	0.914	3.850
Paranoid	1.49 \pm 0.61	1.48 \pm 0.74	1.028	1.841
Psychotic	1.33 \pm 0.43	1.31 \pm 0.45	0.328	5.233

It can be seen from Table 1 that after the experiment, the *t*-test *p* value of the average score data of the two groups of heads of households on the six symptom factors of somatization, sensitivity, terror, hostility, paranoia and psychosis of SCL-90 is greater than the significance level of 0.05, so it is considered that the data difference is not significant. The average scores of obsessive-compulsive disorder, depression and anxiety in the experimental group were 1.27, 1.32 and 1.24 respectively, while those in the control group were 1.45, 1.62 and 1.53 respectively. The former was significantly lower than the latter, and the data

difference was significant.

Conclusions: With the rapid development of China's economy, the people's aesthetic demand for the living environment is higher and higher. The Chinese ancient style interior design integrates the elements of China's ancient architectural culture and can meet the psychological needs of some residents for the aesthetic of the living environment to a certain extent. However, modern aesthetic psychology is not considered enough in Chinese antique interior design. In particular, red, brown and black are widely used as the main colors in Chinese antique interior design, which greatly limits the development and promotion of this genre. Therefore, this study designs a decoration experiment of Chinese antique interior design. The experimental results show that, some negative psychological performances of residents in the experimental group considering the psychological impact of color on residents were improved. The experiment shows that in the process of Chinese ancient style interior design, considering the color psychology to reasonably match the environmental color is helpful to improve the mental health level of residents.

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THE INFLUENCE OF CUSTOMER FIT OF AFFECTIVE DISORDER CONSUMERS ON VALUE CO CREATION BEHAVIOR IN SOCIAL NETWORK

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Background: Affective disorder refers to a psychological disease that cannot control one's emotional expression by virtue of self-consciousness. Its main causes include family heredity, negative personality and social experience. The main symptoms of the affective disorder include running away, slow thinking, psychomotor excitement or inhibition, manic state and depression. The manifestations of these symptoms are abnormal high mood and abnormal low mood.

Customer fit refers to a psychological state in which the cognition, emotion and behavior of the brand will be driven by some motivation and change with the situation in the interaction between customers and product brands. From the perspective of behavior, customer fit can also be understood as the non-transactional behavior or performance of customers towards the enterprise or brand driven by some motivation (these behaviors mainly include word-of-mouth, recommendation, helping others, comments, etc.). Value co-creation is the theory that the value of goods and services is created by the providers and consumers of goods or services. With the development of China's market economy, the competition among enterprises is becoming more and more fierce. Making more customers in a state of value fit and carrying out value co-creation for the company will help to improve the long-term profitability and customer loyalty of enterprises. However, for consumers with emotional disorders, their value co-creation in social networks and the effect of enterprise product marketing behavior may be restrained or even become negative due to inappropriate emotional expression in communication. Therefore, it is necessary to study the customer fit state and value co-creation behavior of affective disorder consumers in social networks.

Objective: To explore the impact of the characteristics, types and value co-creation behavior of emotional barrier consumers on enterprises in social networks, so as to provide some references for improving the level of relationship marketing, word-of-mouth marketing and customer value co-creation of Chinese enterprises.

Objects and methods: To study the academic literature and books published in China in recent years on emotional disorders, customer fit and consumer business value co-creation, and put forward some main clinical manifestations of emotional disorders in the current population and typical behaviors of enterprise value co-creation and customer fit in the background of social network. 47 experts and scholars from affective disorder and marketing, enterprise management and other fields were invited to form an expert group in China to send the sorted information to them and ask them to give the impact of these affective disorder symptoms of consumers with affective disorder on various listed typical behaviors. The impact degree is divided into five levels: no impact, slight impact, general impact, obvious impact and full impact. In order to facilitate quantitative statistics, the five impact degree levels are given the numbers 1, 2, 3, 4 and 5 in turn.

Results: After the expert group reached an agreement, they sorted out and counted their views on the research problems, as shown in Table 1, the quantitative score of impact grade is quantitative data, which is described in the form of mean \pm standard deviation.