

## CONSTRUCTION OF COMPUTER TECHNOLOGY PERSONALIZED RECOMMENDATION MODEL BASED ON ALLEVIATING E-COMMERCE USERS' CHOICE ANXIETY

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**Background:** Choice anxiety disorder has become one of the common diseases of urban people. It is the anxiety caused by being unable to decide when facing many similar choices, which makes people feel panic. Choosing the performance of anxiety disorder will always hesitate, and it is difficult to make the following final conclusion. In the normal view, it is a normal psychological reaction, but there are such people who make any choice, no matter big or small, is very painful for them. This phenomenon is often called choice anxiety disorder. For example, some people think they should choose a more promising industry, college students think they should choose a more ideal university, and bosses think their newly profitable projects could have earned more. With the changes of economic development mode and social and cultural background, people have also changed in the cultural, social and psychological factors of online shopping. Online shopping has overturned the previous consumption mode and brought many problems. Many people are addicted to online shopping, resulting in online compulsive selective anxiety buying behavior, which has a serious impact on people's study and life. Compulsive online shopping choice anxiety disorder refers to a repetitive purchase activity on the Internet without strong purchase intention, accompanied by inner conflict. Individuals have emotional distress, but they can't stop, which seriously affects their study and life. Some scholars use subjective well-being to evaluate the psychological emotion of patients during online shopping. Subjective well-being is a self-perception evaluation composed of positive emotion, negative emotion and life satisfaction. From the definition, it can be seen that patients with obsessive-compulsive online shopping choice anxiety will have a strong emotional component in the process of shopping and are eager to alleviate it through shopping, after that, it often produces negative emotions such as anxiety, which greatly affects the individual's subjective feeling of well-being.

With the rapid development of Internet technology, China's e-commerce has not only developed in the direction of light industry and food industry, but also gradually developed rapidly in the fields of foreign trade, resources and heavy industry, and opened up a new world. At present, the e-commerce personalized recommendation system still has great defects, does not fully consider the perception of user experience, and the research on the needs of users is still insufficient. It also needs practical recommendation to facilitate users' cognition and improve the quality of users' decision-making, so as to alleviate the symptoms of users' choice anxiety. Therefore, this study integrates multi-agent technology into e-commerce personalized recommendation service to alleviate users' choice anxiety.

**Objective:** With the rapid development of Internet economy, obsessive-compulsive online shopping choice anxiety has become a common problem in the development. Based on obsessive-compulsive online shopping choice anxiety, this study analyzes the current situation of obsessive-compulsive online shopping in patients with choice anxiety, and discusses the relationship between people's online compulsive shopping and subjective well-being, anxiety and depression, advocate people's moderate online shopping from a new perspective.

**Research objects and methods:** This paper mainly selected 1000 experimental volunteers with online shopping choice anxiety in a city, including 480 boys and 520 girls. The monthly online shopping cost is less than 210-yuan, 703 yuan between 1000-and 2000-yuan, 51 yuan between 2000 and 3000 yuan, and 36 yuan more than 3000 yuan.

**Study design:** All the experimental volunteers were evaluated by global well-being scale (GWB), Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS), and the correlation between the factors of each scale was analyzed. Among them, GWB includes six factors: worry about health, energy, satisfaction and interest in life, melancholy or happy mood, control of emotion and behavior, relaxation and tension anxiety, with a total of 33 items, including 9 reverse scores. The higher the score, the stronger the subjective well-being. SAS includes 20 items, with grades 1-4. The higher the SAS standard score, the more serious the anxiety symptoms. SDS includes 20 items, which are scored by grade 1-4. It can simply and intuitively reflect the subjective feelings of patients with depression. The higher the SDS standard score, the more serious the depression.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** There was a significant negative correlation between anxiety and depression and the factors and total score of overall well-being ( $P < 0.05$ ). The higher the overall well-being, the lower the degree of anxiety and depression. On the contrary, the lower the level of individual anxiety and depression, the higher the overall well-being. See Table 1.

**Table 1.** Correlation between anxiety, depression and the total score of overall well-being

GWB	SAS	SDS
Health concerns	-0.404**	-0.370**
Energy	-0.478**	-0.509**
Satisfaction and confidence in life	-0.336**	-0.409**
A melancholy or pleasant state of mind	-0.535**	-0.566**
Control of emotion and behavior	-0.517**	-0.531**
Relaxation and tension anxiety	-0.463**	-0.416**
Total score of overall well-being	-0.618**	-0.628**

Note: \*  $P < 0.05$ , \*\*  $P < 0.01$ .

**Conclusions:** In the Internet era, online shopping consumption subverts the traditional shopping experience. Online items are richer and payment is more convenient. Consumers can buy without leaving home. Therefore, the Internet may lead to more choice anxiety and purchase behavior. Choice anxiety will feel guilt and conflict, so they don't want others to see their shopping behavior, and the concealment of online shopping just meets the requirements. Domestic research on online shopping choice anxiety has just started, but the Internet has penetrated into people's life. It is very necessary to pay attention to people's online shopping choice anxiety and help people face life with a positive attitude.

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## ANALYSIS ON THE INFLUENCE OF CHANGSHA URBAN BRAND SELF MEDIA COMMUNICATION ON THE PSYCHOLOGICAL EMOTION OF POST-90S GROUPS

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**Background:** In psychology, psychological emotions such as anxiety, tension, anger, depression, sadness and pain are collectively referred to as psychological negative emotions, sometimes referred to as negative emotions. The reason why people call these emotions is that such emotional experience is not positive, the body will also have discomfort, and even affect the smooth progress of work and life, which may cause physical and mental injury. Some people accumulate negative emotions. If released in the office, such as sighing in front of colleagues, frowning and making bitter gourd faces, negative emotions are likely to infect colleagues and make the atmosphere of the office depressed. If negative emotions are not released, people will hold back "internal injury" and express violence. Once negative emotions occur, you can make yourself in a sweating state by participating in physical exercise or outdoor activities, which is also a process of relaxing yourself. You can also imagine and look forward to some beautiful things to make yourself physically and mentally happy instead of complaining. Of course, the way some people deal with negative emotions is to sleep. There is a feeling that everything is new after waking up. Some people choose to take a bath, take a bath, sauna, massage and other physiological enjoyment to forget their negative emotions. Research shows that about 15%-20% of the general population have emotional disorders and psychological problems. Previous studies have found that these common physical and mental distress may be related to coronary artery disease, but few people have studied whether there is an association between physical and mental diseases and cardiovascular and cerebrovascular diseases. Psychologists concluded that the findings help doctors screen patients from ordinary psychiatric patients, thereby reducing the risk of death from heart disease and stroke.

With the development of Internet technology, cultural soft power has become an important part of urban competitiveness. As an important part of soft power construction, city brand plays an increasingly significant role in establishing city image, transmitting correct values and telling city stories through the popular we media communication. Therefore, the connotation and communication of urban brand have gradually attracted the attention of researchers at home and abroad. Among them, the communication object, communication mode and attitude effect of urban brand have become the key issues to improve the communication quality of urban brand. In particular, the impact of urban brand communication on the psychological emotions of post-90s groups has attracted the attention of the field of psychological research.

**Objective:** This study introduces the theoretical model of rational behavior, considers the interactive and diversified characteristics of we media communication, and takes Changsha as an example to study the psychological and emotional impact of urban brand we media communication on post-90s groups.