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.

Research objects and methods: This paper mainly selects 318 people in Changsha as the research object, aiming at the post-90s, that is, a group of people born from 1990 to 1999, whose age range is 21 to 31 years old. According to the post-90s education level, there are 27 people below technical secondary school, 144 people at university, 63 people at junior college, 36 people at senior high school, 48 people at master's degree and above, 146 men and 172 women. The proportion is relatively balanced.

Study design: Self-rating Depression Scale (SDS) was used to evaluate the subjects before and after intervention (3 months). SDS mainly includes four dimensions: psych affective disorder (A), somatic disorder (B), psychomotor disorder (C) and the change of depressive psychological disorder (D). The score limit is 53. A score above 53 indicates depression. The lower the score, the healthier the psychology.

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

Results: Compared with the three months before the intervention, the total scores of SDS, psych affective state, somatic disorder, psychomotor disorder and depression of the post-90s group after the intervention decreased significantly ($P < 0.05$). See Table 1.

Table 1. Analysis of variance of repeated measurement of depression level in post-90s before and after the experiment

	Time	SDS	A	B	C	D
Research object	Before intervention	52.13	4.39	19.33	5.45	22.92
	After intervention	30.36	2.35	11.93	3.05	11.54
	P	<0.05	<0.05	<0.05	<0.05	<0.05

Conclusions: The communication intention of post-90s groups significantly affects their urban brand attitude, and their communication intention is affected by their information communication attitude and subjective norms. Subjective norms are influenced by the main body of communication. The attitude of information communication is affected by the channel, theme and communication subject, information display form, interactive experience and the initiative of individual information participation. Moreover, the post-90s with different educational levels have different attitudes towards urban brands. According to the conclusion, five suggestions are put forward as follows: coordinate the layout of urban brand and formulate urban brand strategy. Enrich the connotation of urban brands and strengthen the output of positive themes; Empowering we media channels and giving full play to the advantages of multi-level communication subjects. Adapt to the needs of public opinion and innovate communication forms and means. Pay attention to communication and interaction and strengthen the guidance of public opinion.

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ANALYSIS ON THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING STUDENTS' ANXIETY

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Background: Anxiety disorder is different from ordinary mental diseases. It not only has all negative emotions, but also may be the accumulation of all kinds of negative emotions. The physiological characteristics of anxiety disorder include insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc. Intellectual characteristics include inattention, dizziness, thinking disorder, etc. Emotional characteristics include irritability, tension, uneasiness, pessimism, etc. The main social characteristics are lack of self-confidence and inferiority. Some studies have pointed out that personality, growth environment and living experience are the main influencing factors of college students' anxiety. College students' anxiety can be divided into five types: learning, economy, emotion, social interaction and employment. College students' anxiety is generally reflected in their psychological anxiety and moral anxiety. Although moderate anxiety has certain positive significance