

information of the two groups. If the verification fails, the grouping needs to be adjusted or regrouped until the verification passes. Subsequently, the background designers of a cross-border e-commerce website were trained in cognitive psychology, requiring them to optimize the color matching of the website on the premise of considering the cognition of consumers suffering from anxiety about the website, the cognition of commodity layout, the cognition of services and the psychological impact brought by these factors, and let the personnel of the experimental group use this enterprise for shopping without interfering with the web design of another website. The control group was asked to use this page for shopping. Before and after the experiment, the two groups were investigated with SAS (Self-rating Anxiety Scale). In addition, all measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

**Results:** After the experiment, the SAS survey results of the two groups were counted, and Table 1 was obtained.

**Table 1.** SAS survey results of two groups of personnel

Statistical time	Experience group	Control group	<i>t</i>	<i>P</i>
Before experiment	65.3 $\pm$ 3.6	65.2 $\pm$ 2.9	1.251	1.336
After the experiment	47.5 $\pm$ 2.7	65.4 $\pm$ 2.8	0.285	0.001
<i>t</i>	0.296	1.129	-	-
<i>P</i>	0.001	1.307	-	-

It can be seen from Table 1 that there is no significant difference between the data of the two groups before the experiment, which proves that the experimental data are comparable. After the experiment, the average SAS survey scores of the experimental group and the control group were 47.5 and 65.4 respectively. The former was significantly lower than the latter, and the *P* value of *t*-test was 0.001, which was far less than the significance level. It was considered that the data difference was significant.

**Conclusions:** With the rise of cross-border e-commerce in China, more and more foreign consumers begin to use China's cross-border e-commerce websites for online shopping. However, the website color matching design of some cross-border e-commerce websites is not reasonable, resulting in the decline of shopping interest of consumers with anxiety disorder, which will have a negative impact on the business performance of enterprises and is not conducive to the benefits of online shopping for patients with anxiety disorder. Therefore, this study uses the method of cognitive psychology to design an e-commerce website color-matching experiment. The experimental results show that after the experiment, the average SAS survey scores of the experimental group and the control group are 47.5 and 65.4 respectively. The former is significantly lower than the latter, and the *P* value of *t*-test is 0.001, which is far less than the significance level. It is considered that the data difference is significant. The data show that optimizing the color matching design of cross-border e-commerce websites by considering the theoretical methods of cognitive psychology can help reduce the anxiety level of anxiety patients when using websites, so as to promote patient consumption and increase the performance and income of cross-border e-commerce enterprises.

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## THE INFLUENCE OF FILM AND TELEVISION CULTURE COMMUNICATION MODE BASED ON SOCIAL PSYCHOLOGY ON THE MENTAL HEALTH OF INTERNET USERS

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**Background:** Social psychology is an interdisciplinary subject of sociology and psychology. Its main task is to study the psychological and behavioral conditions of individuals and organizations in the social environment, and summarize the laws to solve the corresponding social problems. Compared with traditional psychology, it pays attention to the impact of language, friends, family, living environment and learning environment on itself in the process of individual socialization. It also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. Because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to improve the reliability and accuracy of research results. Since the reform and opening

up, China's restrictions on the content and form of film and television cultural works have been greatly reduced. Many different types of film and television cultural works began to appear in the national vision, and had a great impact on the national mental state and cognitive thought. However, after entering the Internet era, the supervision of film and television cultural works has become difficult, the overall quality of film and television works has declined, and there are even a few works spreading bad ideas in the market. These works will seriously affect the mental health of network users. Therefore, it is necessary to use the theoretical knowledge of social psychology to study the effects of various types of film and television cultural works on the mental health of network users.

**Objective:** To understand the impact of various film and television cultural communication modes on the mental health of Internet users in the Internet era, and put forward some suggestions on the communication management of film and television cultural works that are conducive to protecting the mental health of Internet users.

**Objects and methods:** Collect domestic and foreign academic literature on film and television cultural communication, social psychology and the law of spiritual change of Internet users, and extract the main ways of film and television cultural communication in the Internet era. Then design an experiment based on Delphi method, and select 51 experts and scholars from China to form an expert group, which is composed of social psychology experts, film and television industry experts, media experts and heads of relevant government management departments. Send the discovered ways of film and television cultural communication to the expert group, and ask the members to evaluate the impact of these ways on the mental health of Internet users in all aspects. It is stipulated that the degree of impact only includes five types: no impact, slight impact, general impact, obvious impact and full impact, and give five integers of 1, 2, 3, 4 and 5 to quantify in order to improve the reliability of expert consultation results. All measurement type features in the study are displayed in the form of mean  $\pm$  standard deviation for *t*-test. Counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

**Results:** After reaching an agreement with the expert group, the final output expert group opinions are counted, as shown in Table 1.

**Table 1.** Statistical results of final opinions of the expert group

Impact evaluation index	TV play	Variety	Concert	Advertisement	Film
Quantitative score of influence degree	3.17 $\pm$ 0.15	4.62 $\pm$ 0.14	2.77 $\pm$ 0.16	4.08 $\pm$ 0.15	3.90 $\pm$ 0.12
Influence level and scope	General impact-obvious impact	Obvious influence-full influence	Minor impact-general impact	Obvious influence-full influence	General impact-obvious impact

It should be explained that the "influence level range" in Table 1 represents the two influence levels that are closest to the quantitative score of the influence level of the corresponding film and television culture communication mode. It can be seen from Table 1 that the expert group believes that variety shows and advertisements have the most obvious impact on the mental health of Internet users, followed by films and TV dramas, and concerts, the mode of film and television culture communication, have the lowest impact.

**Conclusions:** In view of the Internet era, the supervision of domestic film and television cultural works is becoming more and more difficult, which leads to the uneven quality of film and television cultural works and affects the mental health of network users. This time, after studying the academic literature at home and abroad on film and television cultural communication, social psychology and the law of spiritual change of network users, we extracted the main film and television cultural communication modes in the Internet era, and carried out an expert consultation experiment to obtain the evaluation data of the impact of these communication modes on the mental health of network users. According to the consulting results, the expert group believes that variety shows and advertisements have the most obvious impact on the mental health of Internet users, followed by films and TV dramas, and concerts, the mode of film and television cultural communication, have the lowest impact. In other words, in order to protect the mental health of China's Internet users, the relevant government departments should focus on supervising and reviewing the film and television cultural works in the form of variety shows and advertisements, and the administrative resources for supervising the film and television work in the form of concerts can be appropriately reduced.

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## THE POSITIVE INFLUENCE OF COLLEGE PHYSICAL EDUCATION TEACHING METHODS ON ALLEVIATING STUDENTS' PSYCHOLOGICAL ANXIETY IN THE NEW ERA

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**Background:** With the gradual acceleration of the pace of social life in modern urban society, the incidence rate of anxiety disorders is increasing year by year. The pathogenesis and pathogenic factors of anxiety disorder are complex. At present, the common clinical anxiety symptoms are divided into two types: panic disorder anxiety and generalized anxiety. The main clinical manifestations of panic disorder are repeated sweating, palpitation and other autonomic neurological symptoms. Patients often have excessive worry about the unfortunate consequences caused by daily events. It is an acute onset anxiety disorder. Relatively speaking, generalized anxiety symptoms are chronic and persistent. In the process of onset, they are often accompanied by continuous tension. They are usually accompanied by symptoms such as autonomic nerve dysfunction and excessive vigilance. It is a chronic mental disease. Epidemiological studies show that the incidence rate of anxiety disorders in family with anxiety disorders is three times that of the potential group with anxiety disorder, incidence rate is as high as 15%. Some studies believe that patients with anxiety disorder have pathological phenomena of neurotransmitter changes in the brain. The pathological changes of human brain chemical synapses are closely related to the pathogenesis of anxiety disorder. Monoamine neurotransmitter neurons are involved in the regulation of human overall emotion. Therefore, when the concentration of neurotransmitters in this part is abnormal, it will cause human individual emotion out of control, which is often shown in the form of emotional excessive anxiety. The research idea of combining psychogenic and physiological pathogenesis provides an effective path for physical intervention of anxiety disorder. This study uses college physical education in the new era as the starting point to judge the effectiveness of physical intervention on college students' psychological anxiety symptoms by studying whether the physical intervention method of physical education has a positive impact on students' psychological anxiety.

**Objective:** This study starts with the research idea of physical intervention of anxiety disorder, and studies the effect of sports physical intervention on the psychological state of college students with psychological anxiety by analyzing the impact of college physical education teaching methods on students' psychological anxiety in the new era.

**Subjects and methods:** This study combines Bayesian principle with logistic regression model, constructs the trajectory model of students' anxiety state change while maintaining the optimal sample size and composition, and analyzes the positive impact of college physical education teaching methods on alleviating students' psychological anxiety in the new era by means of trajectory fitting.

**Study design:** Based on the Bayesian principle, this study establishes the model basis that the average posterior rate of track group and the number of samples in each group are in the optimal state. On this basis, the logistic regression model is used to establish the track fitting model of the change of physical education teaching time and investigation times. In the model establishment, the anxiety score is used as the main evaluation standard of students' psychological anxiety state.

**Methods:** Epidata3 was used in this study. Establish the database, and adopt the dual researcher mode for error correction in the process of data entry. One person is responsible for entry and the other person is responsible for review.

**Results:** The fitting results of anxiety score and survey times under the logistic regression model under the first-order polynomial function, second-order polynomial function and third-order polynomial function are shown in Figure 1.

Figure 1 shows the fitting results of three kinds of anxiety scores, namely the low-level group, the significantly decreased group and the low-level group. The fitting results fully reflect the changes of anxiety scores of the three groups of students with the progress of investigation times under the intervention of physical education teaching. It can be seen that all groups show a downward trend, and the significantly decreased group decreases the most significantly, from the high-level category to the low-level category.

**Conclusions:** The complex pathological mechanism between the causes of anxiety symptoms and the dual characteristics of psychogenic and psychological. This study starts with the research idea of physical intervention, analyzes the psychological anxiety state of students, establishes an effective intervention way of college physical education in the new era, and studies the intervention effect of a physical intervention on students' psychological anxiety symptoms. Physical intervention in sports can help students improve their overall psychological quality while acting on their nutriregulation and emotional relief. It can