

e-commerce, and put forward the corresponding countermeasures.

Research design: Under the classification of decision tree algorithm, this paper obtains the types and causes of psychological obstacles of consumers in the era of e-commerce, and puts forward four improvement countermeasures, which are to strengthen the quality control of online goods, formulate online price marketing strategy, improve the security mechanism of online transactions, and improve the online after-sales guarantee system. Then we independently designed the e-commerce consumer psychological disorder evaluation scale, and the total score of the scale is set to 100. According to the scale, explore the level of psychological barriers of consumers before and after the implementation of four improvement measures. If the score of the psychological disorder evaluation scale of the tested consumer is higher than 60, it means that it is accompanied by psychological disorder. The higher the score, the more serious the psychological disorder is.

Methods: According to the order from small to large, the influence of improvement countermeasures and the elimination of consumers' psychological barriers was set as 0-4, in which 0 represents minimal, 1 represents small, 2 represents general, 3 represents large and 4 represents maximum. SPSS24.0 was used in the study for the rating data of e-commerce consumers and SAS software for calculation and analysis.

Results: The four improvement measures have different application effects, can reduce the score of e-commerce consumers' psychological disorder evaluation scale to varying degrees, and play a certain role in alleviating consumers' psychological disorder. Among them, the formulation of online price marketing strategy and the improvement of online transaction security mechanism play the most significant positive role. They can significantly reduce the score of consumers' psychological disorder evaluation scale, and have a great impact on consumers' psychological disorder. See Table 1 for details.

Table 1. Impact of four improvement measures on consumers' psychological barriers

Countermeasure	Influence size	Scale score reduction range
Strengthen commodity network quality control	3	17.69
Formulate network price marketing strategy	4	42.09
Improve the security mechanism of online transactions	4	35.47
Improve the network after-sales guarantee system	3	24.62

Conclusions: The targeted countermeasures put forward according to the attribution of consumers' psychological obstacles in the era of e-commerce have good application effect, can significantly reduce the score of consumers' psychological obstacle evaluation scale, achieve the purpose of effectively alleviating consumers' psychological obstacles, and then promote the sustainable development of e-commerce.

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RESEARCH ON THE INFLUENCE OF THE INTEGRATION OF TRADITIONAL AESTHETICS AND MODERN ART DESIGN ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF THE AUDIENCE

Jun Chu

Shandong Management University, Jinan 250300, China

Background: As an objective art form, traditional aesthetics has been developing and sublimating under the joint action of the development of the times and the accumulation of history, which has a far-reaching impact on modern art design and people's artistic aesthetic experience. In the core concept of traditional aesthetics, aesthetic activity is an activity that transcends the material world and constructs a new image world. Traditional aesthetics mainly includes three aspects: one is that beauty lies in image, the other is to instruct the image world to light up the real world, and the third is that aesthetic activity is a spiritual activity of human beings beyond rationality. As a large cultural country, China has a long history and profound cultural heritage, including diversified traditional arts such as calligraphy, pottery, painting, ancient architecture and so on, which contains unique charm and cultural connotation. Rich and colorful artistic elements wear the past and break the present. With the accumulation of time, its deductive form has changed, showing a long-standing cultural and artistic effect, which has a significant impact on modern art design. In the process of carrying out modern art design activities, we need to look at each specific art design work from the perspective of development and deeply understand the deep meaning of each aesthetic element. Under the guidance of innovative thinking, adopt diversified art forms, reconstruct

various aesthetic elements, and improve the artistic beauty of modern art and design works. The organic integration of traditional aesthetics and modern art and design can effectively improve the taste of modern art and design, and finally create art and design works with both traditional significance and contemporary value. In the process of increasing social competition, people are prone to produce certain psychological anxiety under the negative influence of various factors. Anxiety is a negative emotional state. Anxiety in the normal range can play a positive role in promoting people's continuous struggle. Excessive anxiety will lead to serious interference in people's thoughts, mainly reflected in negative feelings such as self-doubt, tension and fear, and even externalized into all kinds of actions that hurt themselves or others. The integration of traditional aesthetics and modern art design can alleviate the psychological anxiety of the audience to a certain extent through the form of artistic aesthetic experience.

Objective: Psychological anxiety has a great negative impact on individual emotional experience and external performance, and hinders the effective development of their normal life activities. The integration of traditional aesthetics and modern art design can alleviate the psychological anxiety of the audience from the perspective of individual heart and with the help of artistic experience and aesthetic enjoyment. The research will analyze the integration of traditional aesthetics and modern art design, in order to explore their impact on the audience's psychological anxiety and alleviate the effect.

Subjects and method: 146 individuals with psychological anxiety were selected from the majority of art audiences by using the random number table method. The fluctuation of psychological anxiety was evaluated and analyzed by State Trait Anxiety Inventory (STAI).

Research design: STAI is mainly divided into two sub scales: state anxiety scale and trait anxiety scale. In STAI, there are 40 items in total, and all of them adopt level 4 evaluation criteria. 1 means almost none, 2 means some, 3 means moderate or frequent, and 4 means very obvious or almost always. The higher the total score of STAI, the higher the anxiety level of subjects. At different time points before and after the integration of traditional aesthetics and modern art design, STAI was used to evaluate the psychological anxiety state of 146 subjects, and to explore the mitigation effect of the integration of the two on the audience's psychological anxiety.

Methods: All the data obtained according to the scale were statistically analyzed by Python software and MATLAB software.

Results: According to Table 1, before the integration of traditional aesthetics and modern art design, the STAI scores of 146 subjects were in a high state, indicating that they had a high level of psychological anxiety. One month after the integration of traditional aesthetics and modern art design, the STAI score decreased, and the difference was statistically significant compared with that before the integration ($P < 0.05$). After 2 months of fusion, the STAI score continued to decrease and the decline increased. After 3 months of integration, the decline of STAI score decreased, but it still maintained a downward trend. This shows that the integration of traditional aesthetics and modern art design can effectively reduce the subject's STAI score and play a significant positive role in alleviating the audience's psychological anxiety.

Table 1. STAI scores of audiences before and after the integration of traditional aesthetics and modern art design

Evaluation time	STAI score
Before fusion	76.59±4.29
One month after integration	67.85±5.47*
2 months after intervention	51.23±5.13*
After 3 months of intervention	43.84±4.91*

Note: Compared with before fusion, * $P < 0.05$.

Conclusions: Traditional aesthetics has profound historical and cultural heritage. Integrating it with modern art design can effectively alleviate the audience's psychological anxiety and have a positive impact on the elimination of their psychological anxiety and the improvement of their mental health level.

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RESEARCH ON PANIC COMMUNICATION AND GROUP COGNITIVE IMPAIRMENT UNDER THE MODE OF SOCIAL PUBLIC GOVERNANCE

Zheng An