

Conclusions: With the development of computer information technology, the digital economy industry has also made great progress. Consumer behavior and consumption trend have a significant impact on the activation of digital potential power. Therefore, the research on the influence mechanism of consumer psychology and consumer behavior on the potential power of digital economy is the work of most digital economy enterprises. However, the workload of this work is large and cumbersome, which is easy to cause anxiety among staff. The research analyzes consumers' consumption behavior and consumption psychology based on consumption psychology, so as to analyze the influence mechanism of consumers' diversified consumption psychology trend on activating the potential driving force of digital economy, effectively reduce the workload, improve the accuracy of analysis results, and then alleviate the anxiety of staff. The results showed that after a period of work, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the staff in the study group were significantly lower than those in the control group ($P < 0.05$).

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THE INFLUENCE OF INNOVATION PATH OF COLLEGE PHYSICAL EDUCATION TEACHING MODEL ON STUDENTS' ANXIETY

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Background: Colleges and universities are the main positions for cultivating high-quality and high-level talents for the society. In recent years, the speed of social development has been accelerating, and the competition has begun to become more and fiercer. College students should not only face the pressure of learning, but also face the pressure from life, employment, interpersonal communication, economy and so on. Under many pressures, college students are prone to psychological problems, such as anxiety, depression and so on. Moderate anxiety helps students have a sense of crisis, so as to concentrate and improve learning efficiency. However, long-term excessive anxiety will affect students' hormone secretion, and then affect students' organ function, causing damage to students' physical and mental health. Students' self-regulation ability will also have problems and obstacles, and their psychological endurance and anti-frustration ability will be reduced, resulting in bad psychology such as inferiority complex, impulse, fear, cowardice and so on. In addition, excessive anxiety will also lead to the loss of learning motivation of college students, which will further lead to the increase of students' academic pressure, resulting in the loss of self-confidence, mental tension, insomnia, test anxiety and other problems. Therefore, alleviating college students' anxiety and improving students' mental health are of great significance to students' study, life and future development.

Physical education in colleges and universities can improve students' physical quality, improve students' immunity and self-confidence, vent their accumulated emotions, and then improve students' physical and mental health and alleviate students' anxiety. The traditional teaching mode of physical education has many defects in alleviating students' anxiety, but it is not ideal enough. Educational psychology is an important part of applied psychology. It is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, students' psychological change law in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of students' cognitive ability development, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, students' cognitive strategy formation cultivate students' problem-solving ability and innovation ability, cultivate students' correct self-consciousness, students' group psychology and students' mental health education. The research is based on educational psychology to innovate the college physical education teaching mode in order to improve the quality of education and alleviate students' anxiety.

Objective: In recent years, the speed of social development has been accelerating, and the competition has begun to become more and more intense. Under many pressures, college students are prone to psychological problems, such as anxiety, depression and so on. The research is based on educational psychology to innovate the college physical education teaching mode in order to improve the quality of education and alleviate students' anxiety.

Subjects and methods: Two classes were randomly selected as the research objects in a university.

Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 (SCL-90) were used to evaluate students' anxiety, and the test results were used to evaluate the teaching effect.

Research design: Randomly select a class as the research group (36 people), and use the innovative college physical education teaching mode based on educational psychology to carry out physical education teaching. The other class is recorded as the control group (37 people), and the college physical education teaching mode carries out physical education teaching. After teaching for a period of time, compare the anxiety level and course performance of the two groups of students.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: Before teaching, there was no significant difference in SAS score, HADS score and SCL-90 score between the two groups ($P > 0.05$). After adopting different ideological and political teaching modes in colleges and universities, the SAS score, HADS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P < 0.05$). The changes of SAS scores of the two groups are shown in Table 1.

Table 1. Changes in SAS scores of students in the two groups

Timing	SAS score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	65.4±8.7	67.2±7.6	0.124	0.733
After teaching	42.7±4.3	67.1±5.2	7.405	0.000
<i>t</i>	7.371	0.421	-	-
<i>P</i>	0.000	0.649	-	-

Conclusions: College students should not only face the pressure of learning, but also face the pressure from life, employment, interpersonal communication, economy and so on. Under many pressures, college students are prone to psychological problems, such as anxiety, depression and so on. Excessive anxiety will lead to the loss of learning motivation of college students, and further lead to the increase of students' academic pressure, resulting in the loss of self-confidence, mental tension, insomnia, test anxiety and other problems. Therefore, the research is based on educational psychology to innovate the college physical education teaching mode in order to improve the quality of education and alleviate students' anxiety. The results showed that there was no significant difference in SAS score, HADS score and SCL-90 score between the two groups before teaching ($P > 0.05$). After adopting different ideological and political teaching modes in colleges and universities, the SAS score, HADS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P < 0.05$). It shows that innovative physical education teaching mode has positive significance for the healthy development of students.

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RESEARCH ON THE INFLUENCE OF NEWS COMMUNICATION MODE CHANGE ON ALLEVIATING AUDIENCE'S MENTAL ANXIETY UNDER THE BACKGROUND OF MEDIA INTEGRATION

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Background: The dissemination of news and its media affect the audience's psychological state to a large extent, so many studies have explored the relationship between audience psychology and news dissemination. Generally speaking, the audience's psychology for news communication mainly includes the psychology of novelty, truth-seeking, proximity and rebelliousness. The novelty-seeking psychology mainly refers to the audience's preference for unknown and new things, and the truth-seeking psychology mainly refers to the audience's perception of the truth of the news. Sexual requirements, the psychology of seeking proximity means that news that fits the audience's daily life is more likely to arouse their attention and resonance, while the psychology of rebelliousness means that some excessive propaganda and dissemination will stimulate the masses and cause them to be generated in the opposite direction of propaganda. Based on the above psychological factors, in theory, the dissemination of news and its media can have an impact on