

Figure 1. Analysis of mental anxiety

As can be seen from Figure 1, with the increase of the use time of traditional comb derived cultural and creative design products, the mental anxiety score of the surveyed people showed a significant decline effect. Among them, the decline rate of mental anxiety score during the period of 5 to 8 months was relatively fast, while the decline rate of mental anxiety score in the early stage was relatively slow.

Conclusions: With the change of social environment and the acceleration of the overall pace of life, the degree of psychological anxiety of social groups shows a gradual upward trend. This study connects the anxiety psychology of social groups with the design mode of traditional comb derived cultural and creative products by exploring the impact of the visual healing effect of traditional comb derived cultural and creative products on the anxiety psychological status of audience groups, provide path support for group anxiety psychological intervention from the perspective of product design. The results show that with the increase of the use time of traditional comb derived cultural and creative design products, the mental anxiety scores of the surveyed people show a significant decline effect. It can be seen that the traditional comb derived cultural and creative design that attaches importance to psychological and cultural orientation is indeed helpful to balance the psychological state of the audience, help the social masses get rid of the anxiety, and open up a market segment for the sales of Chinese cultural and creative products, established the advantages of cultural communication.

Acknowledgement: The research is supported by Jiangsu Collaborative Innovation Center for Cultural Creativity, "Research on the design of Changzhou comb derived cultural and creative products based on three-dimensional reconstruction technology", (No. XYN1916); Changzhou Institute of Technology High-level Talent Research Start-up Project, "Research on product improvement design method based on user experience", (No. YN20114).

* * * * *

RESEARCH ON THE IMPROVEMENT COUNTERMEASURES OF TEACHERS' TEACHING ANXIETY IN ACCOUNTING TEACHING UNDER THE BACKGROUND OF FINANCIAL SHARING

Yongxia Lv

Zhengzhou Vocational College of Finance and Taxation, Zhengzhou 450048, China

Background: Anxiety is a psychological phenomenon in which an individual produces anxiety and fear under the influence of external factors. Because anxiety itself is greatly affected by external environmental factors, the content of anxiety produced by different social groups in different social environments is also different. The content of teachers' psychological anxiety in accounting teaching is mainly composed of four types of anxiety: teaching effect anxiety, teaching performance anxiety, student evaluation anxiety and teaching order anxiety. Teaching effect anxiety is one of the main contents of accounting teachers' anxiety, especially for new teachers, when teachers find that their teaching effect is not as good as their expected effect, it is easy to produce feelings of self-blame and frustration, then doubt their teaching ability, and gradually produce anxiety for teaching effect under the accumulation of emotions. Students' evaluation anxiety mainly refers to teachers' anxiety about students, colleagues, including the external environment, about their negative evaluation. This anxiety is also relatively common among teachers, because getting along with students and parents is a very important part of teaching work. In terms of the nature of work, similar anxiety psychology is inevitable. Teaching performance anxiety is mainly about whether the evaluation of work performance is reasonable or not. This is because the old teacher evaluation system takes students' performance as the main evaluation standard. This old standard cannot fully cover all teachers' work content in modern comprehensive teaching, and its own rigid evaluation method is easy to make teachers have anxiety psychology; Teaching order anxiety is similar to teaching content anxiety, which also takes students as the object of anxiety, but teaching order anxiety mainly refers to the anxiety about whether a good order can be maintained in the teaching process. Under the background of financial sharing, many steps in accounting teaching can be optimized. While taking students as the main body of teaching, the new teaching method should also consider from the perspective of teachers, so as to improve teachers' mental health level and ensure teaching quality.

Objective: This study takes the teaching anxiety of teachers in accounting teaching under the background of financial sharing as the main research content. Through the characteristic classification of the main contents of accounting teachers' teaching anxiety under the background of modern accounting

teaching, it lays a theoretical foundation for the improvement strategy of teaching anxiety, and strives to improve the psychological experience of teachers in the teaching process, so as to ensure the teaching quality and improve the teaching level from the teachers.

Subjects and methods: This study mainly adopts two methods: hierarchical cluster analysis and experimental method. Among them, hierarchical cluster analysis is used to distinguish the major categories of teaching anxiety and form different sub categories. The experimental rule is to analyze the effectiveness of different anxiety improvement strategies.

Study design: The hierarchical cluster analysis method can be divided into two evolution directions: cohesion and division. In this study, split evolution is used as the leading direction. Through this method, the anxiety category of teaching anxiety is decomposed, and then the score analysis is carried out for different sub categories by experimental method.

Methods: This study uses the financial sharing platform to collect and sort out the teaching anxiety data of teachers in accounting teaching under the background of financial sharing.

Results: The analysis of teachers' teaching anxiety types in accounting teaching under the background of financial sharing is shown in Figure 1.

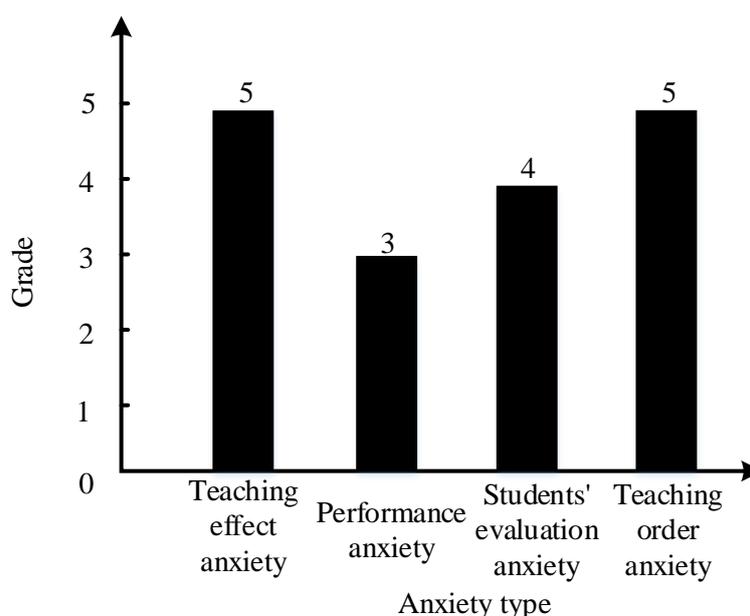


Figure 1. Analysis on the types of teaching anxiety

It can be seen from Figure 1 that the new accounting teaching anxiety improvement strategy under the background of financial sharing has the most significant impact on accounting teachers' teaching effect anxiety and teaching order anxiety, reaching level 5 of the impact level. The new accounting teaching anxiety improvement strategy under the background of financial sharing has an obvious impact on accounting teachers' students' evaluation anxiety, reaching level 4 of the impact level. The new accounting teaching anxiety improvement strategy under the background of financial sharing has a relatively general impact on the performance anxiety of accounting teachers, reaching level 3 of the impact level.

Conclusions: In the teaching relationship, the psychological status of middle school students is often paid more attention, while the psychological status of teachers is often ignored. Therefore, this study takes the psychological status of teachers in accounting teaching under the background of financial sharing as the main research starting point, uses the hierarchical cluster analysis method to differentiate the teaching anxiety of teachers in the teaching process, and on this basis, uses the way of comparative experiment to analyze. The results show that the new accounting teaching anxiety improvement strategy under the background of financial sharing has the most significant impact on accounting teachers' teaching effect anxiety and teaching order anxiety. The improvement strategy of accounting teaching anxiety can promote teachers to form a healthier psychological cycle, get rid of the interference of anxiety psychology and obtain better teaching effect.

Acknowledgement: This paper is the phased achievement of Henan Soft Science Research Plan Project "Research on the reform and innovation of financial management of enterprise groups in Henan Province under the mode of intelligent financial sharing service" (No. 202400410416).

* * * * *

ANALYSIS ON THE INFLUENCE OF E-COMMERCE PRODUCT CIRCULATION SYSTEM INNOVATION ON RESIDENTS' MENTAL ANXIETY IN THE ERA OF DIGITAL ECONOMY

Yan Ran^{1,2} & Xiaoyang Wang^{1,2}

¹*Guizhou Communications Polytechnic, Guiyang 550001, China*

²*Pukyong National University, Busan 48547, Republic of Korea*

Background: Most of the initial symptoms of patients with mental anxiety symptoms are mainly the accumulation of psychological pressure. In the initial anxiety symptoms, the patients' consciousness of their psychological stress relief behavior is not high, which leads to their lack of stress psychological counseling behavior, which leads to the accumulation of psychological pressure or uneasy emotion, and then leads to the symptoms of mental anxiety. In most patients with mental anxiety, there are many kinds of difficulties in interfering with their own psychological status, which are mainly divided into two main types: psychological dilemma, life communication dilemma and social service dilemma. Psychological act dilemma refers to the psychological motivation and behavior performance of mental anxiety patients who lack self-help under the influence of anxiety. Most mental anxiety patients will show this kind of behavioral inaction, and behavioral inaction further promotes the generation of anxiety and forms a vicious circle of feeding anxiety with anxiety. Sometimes, as a dilemma, psychology is also manifested in the chaotic logic of behavior. Patients try to appease their emotions through rapid behavior, but due to the lack of basis of behavior, it has little effect, which further leads to frustration and anxiety. The social anxiety of patients means that the social anxiety of patients is not related to the social difficulties of the outside world, which leads to the formation of their own spiritual difficulties, such as the lack of social care and other social difficulties. For patients with social difficulties, it is not necessarily caused by the lack of social support. These two dilemmas reflect the separation of patients with mental anxiety from the outside world. In the era of digital economy, this fragmentation has been alleviated to some extent, that is, patients with mental anxiety do not have to communicate with the outside world through direct interpersonal communication, but can communicate through digital media. The flow of e-commerce products in the digital era provides a way for mental anxiety patients to experience the external world, feel external support and relieve their anxiety psychology.

Objective: By exploring the impact of e-commerce product circulation system innovation on Residents' mental anxiety in the era of digital economy, this study provides contemporary mental anxiety patients with an experience of abandoning their sense of self isolation and a way to communicate with the outside world, so as to provide an effective way for mental anxiety patients to slow down their anxiety. At the same time, the research can also help the e-commerce market improve relevant auxiliary means. Create a more supportive experience for patients with mental anxiety.

Subjects and methods: This study combines correlation analysis and Bayesian classification, and makes targeted analysis to different element types on the basis of establishing the logical chain of correlation research.

Study design: This study uses the correlation analysis method to analyze the correlation between the circulation of innovative e-commerce products and residents' mental anxiety. Based on the correlation, this study makes a classified impact factor analysis on the impact of e-commerce product circulation system innovation on residents' mental anxiety in the era of digital economy.

Methods: This study uses SPSS software to analyze the impact of e-commerce product circulation system innovation on residents' mental anxiety in the era of digital economy.

Results: The impact of personalized circulation of e-commerce products on residents' mental anxiety in the era of digital economy is shown in Figure 1.

Figure 1 shows the dynamic expression of the change of residents' mental anxiety score with the change of the personalized degree of e-commerce product circulation in the era of digital economy. It can be seen that with the improvement of the personalized degree of electronic product circulation, the overall mental anxiety score of the audience decreases, but the overall willingness to buy electronic goods increases, In the era of digital economy, the personalized circulation of e-commerce products is beneficial to increase residents' purchase intention, and this personalized shopping experience suitable for residents' actual life is beneficial to the reduction of residents' overall mental anxiety score.

Conclusions: To solve the problem that mental anxiety patients are generally separated from external social support. This study starts with the innovation of e-commerce product circulation system in the era of digital economy, uses relevance analysis to establish a relevance chain between e-commerce product