

function, and reforms the English teaching path with the help of psychological theories to build a new teaching path. Apply the new path of English teaching to teaching practice and collect the data of the improvement of learning anxiety of the subjects. The research uses the scale tool to score the experimental data, and uses the Likert scale to quantify the influence length of specific factors, that is, from 1-5 to indicate the degree of influence from light to heavy. Take the average value of the experimental data to reduce the impact of large errors caused by individual subjectivity, use statistical analysis tools to make differential statistical analysis of the experimental data, and get the experimental results.

Results: After the reform and innovation of English teaching path, the overall teaching scheme can better meet the students' learning needs and psychological laws, effectively reduce their learning anxiety and negative psychological problems, improve their mental health level to a great extent, and there are significant statistical differences in the scores of the scale before and after the implementation. Table 1 shows the improvement of learning anxiety before and after the experiment.

Table 1. The subjects' learning anxiety improved before and after the experiment

Experimental grouping	Mild anxiety	Moderate anxiety	Severe anxiety
Before the experiment	15.68±1.29	18.36±1.03	21.47±2.37
After the experiment	7.05±1.22	7.43±2.15	5.26±2.43

Conclusions: Learning anxiety, as a frequent anxiety emotion, will affect individual learning, and students are more vulnerable to the interference of the external environment and the limitation of their own cognitive thinking. It is difficult to rely on their own strength to adjust to negative emotions. If they are not guided and intervened in time, it will affect students' individual psychological development. English learning itself has certain difficulties. Students' individual learning ability differences will lead to learning anxiety. Building a new path of English teaching with the help of psychological theories can effectively alleviate students' anxiety and improve their psychological problems caused by learning.

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THE ALLEVIATING EFFECT OF INNOVATIVE ENTREPRENEURSHIP EDUCATION CURRICULUM ON COLLEGE STUDENTS' FEAR OF ENTREPRENEURSHIP

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Background: In recent years, with the rapid development of social economy and the increase of the number of graduates, the employment situation has become increasingly severe. The contradiction between the unsaturated state of the employment market and the unmet employment needs of graduates has become increasingly prominent, which makes most colleges and universities begin to encourage students to innovate and start businesses and participate in the employment wave in various forms. However, according to the relevant statistics of the ministry of education, although more than half of the graduates have great interest in innovation and entrepreneurship, the proportion of successful entrepreneurship is no more than 2%. There are many factors affecting the low proportion of innovation and entrepreneurship in China, among which the low value of entrepreneurs is the main interference factor. Graduates will have greater pressure and fear when facing the entrepreneurial situation, which will limit their entrepreneurial courage and motivation. On the basis of psychological quality, people are generated and developed under the influence of multiple factors such as living environment and educational environment. They show entrepreneurial psychological quality through the stable and overall physical and mental organization quality level in social practice. Innovation and entrepreneurship not only include individual potential psychological potential, but also includes entrepreneurs' psychological quality and skills. Entrepreneurial fear belongs to the category of entrepreneurs' personality and personality. Due to the lack of cognition of entrepreneurial environment, lack of their own experience, incomplete personality and other reasons, students will have negative emotions such as anxiety, anxiety and fear when facing setbacks and problems in the process of entrepreneurship. In serious cases, they will also have psychological problems. Students' entrepreneurial fear is closely related to their social environment. They will be affected by the market environment and economic weathervane, and lack of investigation on relevant entrepreneurial contents due to the limitation of entrepreneurial funds. They are also prone to fear and pessimism after failure. At present, the psychological quality level of college students is low, and in the

cultivation of innovation and entrepreneurship talents in colleges and universities, the irrationality of the curriculum of innovation and entrepreneurship education and its disconnection from the actual situation will make them fear when facing entrepreneurship problems, feel at a loss for innovation and entrepreneurship, fear of entrepreneurship failure, and cannot bear the pressure of innovation and entrepreneurship, resulting in varying degrees of anxiety. This anxiety and fear will affect the initiative and enthusiasm of college Students' innovation and entrepreneurship, making them tied up and afraid to make decisions when facing the entrepreneurial environment, resulting in losses and emotional remorse. When this negative emotion exceeds a certain limit, it will cause damage to students' physical and mental health, and also cause the lack of their personality, which will affect their future employment planning and mental health level.

Objective: To understand the mental health status of entrepreneurial college students in colleges and universities, and to analyze the reasons for their fear and anxiety. On this basis, the innovation and entrepreneurship teaching curriculum are improved with the help of relevant psychological theories. Through psychological emotion counseling, entrepreneurship project simulation and capital sand table model, students are helped to establish a new cognition of innovation and entrepreneurship, cultivate their psychological quality of innovation and entrepreneurship, alleviate their fear and reduce the generation of negative emotions and psychological problems.

Subjects and methods: The research subjects were college students who received innovation and entrepreneurship education. 350 college students of different grades and majors were randomly selected from four universities. Firstly, collect their mental health status, fear degree and other relevant information to understand their views and suggestions on the cultivation of innovative and entrepreneurial talents in colleges and universities. Then, with the help of the improved curriculum model of innovation and entrepreneurship education and mental health self-assessment scale collect the data on the improvement of students' fear and mental health before and after the experiment. Specific factors were quantified by grade 1-5 score. The higher the score, the heavier the influence.

Methods: Fuzzy evaluation was used to analyze the impact of innovation and entrepreneurship education on college students' entrepreneurial fear, and the data were processed and analyzed with the help of SPSS software and Excel software.

Results: In the process of innovation and entrepreneurship, Chinese college students will unconsciously have contradictory psychology. On the one hand, they want to start a business and on the other hand, they avoid starting a business. The main reason is that they are afraid of their own entrepreneurial ability and quality, and worry about the economic burden and loss caused by entrepreneurial failure. Improving the innovation and entrepreneurship education classroom in colleges and universities, grasping the changes of students' innovation psychology, and carrying out conscious targeted intervention can effectively reduce their fear and negative emotions, and greatly improve their overall psychological quality. Table 1 shows the scores of entrepreneurial fear and anxiety of college students of different grades before and after the experiment.

Table 1. Scores of entrepreneurial fear and anxiety of college students of different grades before and after the experiment

Grade	Psychology of fear		Anxious mood	
	Before the experiment	After the experiment	Before the experiment	After the experiment
Freshman	3	1	4	1
Sophomore	4	2	3	2
Junior	5	2	5	1

Conclusions: The problem of innovation and entrepreneurship has always been the focus of our society, especially the entrepreneurship of college students. College students will have doubts and negative emotions about their own entrepreneurial behavior in the early, middle and late stages of the entrepreneurial process, and then show a fear of entrepreneurship, which is not conducive to their healthy development of body and mind. The experimental results show that the innovation and entrepreneurship education curriculum under the psychological intervention can effectively alleviate students' fear and anxiety, stimulate their internal potential and promote the improvement of their innovation and entrepreneurship ability. In order to further improve China's entrepreneurship rate, colleges and universities should actively explore and innovate when carrying out innovation and entrepreneurship education courses, help students reduce entrepreneurial psychological fear and pressure, guide college students' entrepreneurship in a scientific way, and form a development pattern of entrepreneurship driving employment.

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RESEARCH AND ANALYSIS ON THE COORDINATED DEVELOPMENT OF REAL ESTATE MARKET AND NATIONAL ECONOMY FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is an important branch of psychology. It mainly studies the psychological phenomena and behavior laws of consumers in consumption activities, that is, it studies people's consumption behavior driven by the changes of psychological laws and individual psychological characteristics in the process of life and consumption. The learning contents of consumer psychology include the process of consumers' psychological activities and individual psychological characteristics, the psychological influencing factors of consumers' consumption behavior and consumer groups, consumption situation, commodity and product factors, and the relationship between marketing communication methods and consumer psychology. As the main body of consumption in the market economy, consumers' consumption behavior and consumption psychology are affected by multiple factors, such as personal preference, social trend, commodity price and service, economic level and psychological tolerance, and then show different behavior consumption trend and dynamic mechanism. Consumer psychology focuses on the consumer demand and behavior motivation of consumers. There are differences and deviations between subjective and objective factors, and the consumer demand and motivation of different groups are also different. Only when the basic consumer demand of consumers is met can they seek higher-level and psychological needs.

At the same time, the product life cycle needs to go through a stage of formation, growth, maturity and decline, and its product value is also different in different stages, which affects consumers' subjective judgment of value and consumer demand. In recent years, the profits created by China's real estate industry have contributed a lot to the healthy development of the national economy. It can not only provide the necessary means of production and production demand for the development of enterprises, but also enhance the overall material demand and spiritual civilization demand of the society. As a durable consumer commodity, the commodity price of real estate is mainly affected by the commodity value attribute and the external policy environment. Therefore, when considering consumer goods, consumers will integrate various information, and have the consumption psychology of psychological "speculation" and "leak picking". Then, in different life cycles of real estate products, consumers will show different consumption psychology and behavior motivation. The real estate market and the development of the national economy have relevance and timeliness correspondence. Therefore, it is of great value and significance to grasp the coupling and coordinated development of the real estate industry and the national economy. The consumer psychology of real estate commodities will have an important impact on their consumption behavior and the development of the real estate market.

Objective: Based on the theory of product life cycle and consumer psychology, the research explores the coordinated development relationship between the real estate market and the national economy, guides the real estate marketing strategy under the grasp of consumer psychology and demand, gives full play to the role of the real estate market in promoting the national economy, and then reduces consumers' improper subjective psychological tendency and consumption emotion.

Subjects and methods: The research take 1000 consumers in a city as the research object, and then collects the information of the research object's consumption and shopping habits, consumption psychology and views on the real estate market and commodity value with the help of the real estate consumption psychology scale questionnaire. Then it analyzes the relationship between real estate and national economy with the help of vector autoregressive model, and intervenes consumers' negative psychological emotion and consumption behavior motivation in the process of consumption with the theory of consumer psychology. The experimental intervention time was three weeks. After the experimental intervention, the consumer psychological status of the subjects was reassessed. Statistical analysis tools are used to process the experimental data, statistics and difference analysis, so as to obtain the experimental results.

Results: The development trend of the real estate market plays an important role in the national economy, and the fluctuation and impact of its real estate price have a short-term and small same direction impact on GDP, and a large reverse impact on consumers' consumption psychology and behavior intention. Consumers' consumption psychology will be affected by their understanding, emotion and emotional