

the consumers' psychological affirmation, psychological satisfaction and psychological security in the design of digital jewelry products. Their scores in the three dimensions are more than 10 points, and the differences between the two groups and the non-learning group are 7 points, 7 points and 4 points. The scores of psychological needs data of the two groups are statistically significant ($P < 0.05$).

Conclusions: Focusing on the grasp of consumers' consumption psychology and demand level can better help designers use digital innovative technologies and means to improve the quality of jewelry design. Jewelry plays an important role in people's wearing design and the embodiment of life ritual. Based on Maslow theory, it can effectively meet people's aesthetic needs and psychological characteristics. The results show that jewelry designers who have learned Maslow's theory can better meet people's needs in the dimensions of psychological affirmation, psychological satisfaction and psychological security. Therefore, in the future design, decoration designers should actively pay attention to the aesthetic and psychological needs of consumers, make good use of digital technology to collect consumer demand data, and then design can effectively meet a variety of consumer demand levels of consumers.

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A STUDY ON THE CORRELATION BETWEEN PROFESSIONAL TITLE EVALUATION PRESSURE AND TEACHERS & APOS: ANXIETY IN LOCAL COLLEGES AND UNIVERSITIES

Andi Shu

Yancheng Institute of Technology, Yancheng 224051, China

Background: As the main part of China's higher education system, local colleges and universities aim to serve regional social development and focus on cultivating high-quality talents for local areas. They have their own characteristics in management attributes and internal governance structure. Since the state streamlined administration and delegated power, they are given the autonomy of professional title evaluation. College teachers are the primary driving force for the development of local colleges and universities. Maintaining their good working conditions and stimulating their enthusiasm for work is the fundamental purpose of deepening the reform of the personnel system, and it is also the essence of ensuring the sound development of local colleges and universities. In recent years, with the deepening of the reform of higher education, the psychological pressure teachers experienced in professional title promotion, assessment and evaluation has gradually increased, and the stability of the teaching staff is facing challenges. Anxiety is an individual's response to a threatening situation and it has three characteristics: ubiquity, powerlessness and irrationality. The most important psychological cause of anxiety is individual's "pursuit of success" psychology. Many studies have shown that professional title promotion is the main factor causing the anxiety of college teachers. As the only channel for teachers' promotion in local colleges and universities, for teachers, it is a direct contest among teachers and is the survival of the fittest. It not only affects teachers' salary and lifelong income, but also psychologically affects the enthusiasm and initiative of teachers in all aspects.

Subjects and methods: Through investigation and interview, this paper aims to study the reform trend of professional title evaluation in local colleges and universities, and the difficulties faced by college teachers' during the process: the immature professional title evaluation system, the coexistence of professional title promotion and administrative intervention, the balance between work and family, etc. This paper also analyzes the importance of professional title promotion to local college teachers and the resulting psychological anxiety, such as the explicit impact on income and social status, the implicit impact on reputation and program application, and teachers' resignations caused by promotion failure, all show that professional title plays a vital role in the psychological status of teachers in colleges and universities.

Results: College teachers are a group with high self-expectation, they strive for success in professional title promotion and hope to be respected and affirmed by the school and society. According to statistics, the promotion ratio of senior titles in local colleges and universities is generally 50%, not only the elimination rate is high, but the review time is also long, about 6 months, which is the main factor causing the anxiety of college teachers. This competitive situation has crushed almost all teachers and brought varying degrees of anxiety. Long-term psychological anxiety will seriously restrict the normal performance of college teachers' teaching and scientific research, resulting in a certain degree of job burnout, which is harmful to teachers' physical and mental health, thus triggering a vicious circle.

Conclusions: For the sound development of local colleges, we must undertake the decentralization of professional title evaluation power, improve governance ability, ensure procedural fairness, formulate

scientific evaluation standards and strengthen supervision, pay full attention to the psychological problems of teachers caused by professional title promotion, and help college teachers effectively alleviate and prevent anxiety.

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THE POSITIVE VALUE OF PHYSICAL TRAINING MODE IN ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY UNDER BEHAVIORAL PSYCHOLOGY

Fu Chen

Jiujiang University, Jiujiang 332005, China

Background: Under the influence of the surrounding environment, people's actions arising from psychological needs are defined as behavior, and behavioral psychology studies the relationship and law between people's psychological activities and body behavior. It interacts and affects with the environment. The classical conditioning (strengthening, generalization, differentiation, regression and anti-conditioning) and operational conditioning (strengthening, punishment, regression and strengthening procedures) in behavioral psychology can effectively intervene people from the characteristics and laws of human behavior psychology. Among them, perception is an important content in behavioral psychology. Some scholars believe that human behavior response must be explained through cognitive process. Behavior has purpose orientation, and human internal behavior and external forces will have an important influence on external environment and things. Behavioral psychology focuses on the interdependence between people and things around them. From the perspective of psychology, it pays attention to people's internal psychological process, including the impact of environmental factors such as perception, cognition and learning on individuals. With the help of the action mechanism of external objective things, it can effectively adjust people's behavior and psychological emotion. College students who are in a critical period of physical and mental development are prone to psychological problems and negative emotions due to problems such as examination and employment, interpersonal communication and external objective things evaluation. As an anxiety disorder, psychological anxiety is characterized by the main anxiety emotional experience, which seriously affects the normal development of their life and learning activities, and it is difficult to deal with the changes of surrounding environmental things with a positive and optimistic attitude, and doubt their own value and behavior pursuit. Therefore, the research attempts to introduce behavioral psychology into the college sports training mode, give play to the regulating role of sports on students' individual emotion with the help of the improvement of sports training methods, alleviate students' psychological anxiety with the behavior strengthening mechanism, and promote the healthy development of their psychological status.

Objective: Psychological anxiety refers to the negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. It is dominated by anxiety. Its main clinical manifestations include panic disorder and physical symptoms of panic attack. The common treatment of psychological anxiety is mainly anti-anxiety drugs and psychotherapy, which will cause great damage to individual physical and mental health. Students with psychological anxiety will lose confidence in everything around them, and are easy to fall into emotional regulation obstacles and psychological difficulties. Therefore, in order to improve students' psychological anxiety, the research takes the sports training mode as the sports carrier, with the help of behavioral psychology theory, gives full play to the regulation of behavior mechanism on people's psychological emotion, and improves students' mental health and emotion regulation ability.

Subjects and methods: The research take the students with psychological anxiety in colleges and universities as the research object. Firstly, the degree and causes of their psychological anxiety are classified and the basic information is collected. Then the research objects were invited to participate in the sports training experiment. The sports training mode mainly includes static sports training and dynamic sports training, and they were randomly divided into intervention group and control group. The intervention group adopted the sports training mode under the guidance of behavioral psychology, and the conventional group adopted the regular sports training mode. The sports training mode under the guidance of behavioral psychology refers to a series of targeted action design in mastering and analyzing students' psychological anxiety. The experiment lasted for three months. After the experiment, with the help of Self-rating Anxiety Scale and statistical analysis tools, the data of the changes of psychological anxiety of the research objects were sorted, analyzed and statistically differentiated, so as to better explore the mitigation mechanism and positive impact of physical training mode under behavioral psychology on students' psychological anxiety.

Results: The psychological imbalance caused by the surrounding environment and the pressure and