

psychological needs of the audience with mental anxiety in terms of color matching, spatial layout, spatial visual transformation and detail processing, in order to realize the effective intervention of their negative emotions and anxiety relief. During the four-week experiment, the anxiety improvement and mental state of the subjects before and after the experiment were collected with the help of the self rating anxiety scale, and the experimental data were sorted and analyzed with the help of statistical analysis tools, in order to explore the intervention mechanism between the indoor display space design of the intelligent museum and the mental anxiety of the audience.

Results: Based on the relevant theories of psychology and the characteristics of audience mental anxiety, this paper improves and optimizes the interior design of intelligent museum. The results show that the improved interior space design can bring better visual perception to users, effectively alleviate their mental and emotional anxiety and improve their mental health level. Table 1 shows the anxiety scores of the subjects before and after the improvement of the interior design of the intelligent museum.

The results of Table 1 show that before and after the improvement of the interior design of the intelligent museum, the visual anxiety scores of the research objects in the spatial layout, detail design and color matching have improved to varying degrees, and the score difference is more than 5 points, which greatly improves the mental health level of the user group.

Table 1. The anxiety scores of the subjects before and after the improvement of the interior design of the intelligent museum

Before and after improvement	Spatial layout	Detail design	Visual of color matching
Before improvement	12.14±1.03	15.26±1.43	7.38±1.05
After improvement	6.32±1.04	8.26±2.18	4.13±1.31

Conclusions: As an emotional regulation disorder, mental anxiety will not only affect the individual's perception and judgment of external things, but also make them impulsively make decisions and choices in the state of emotional fluctuation, resulting in irreparable consequences. The audience with mental anxiety will be particularly sensitive to the colors and patterns of products and services. Therefore, optimizing the interior design of intelligent museum can better meet the psychological needs of anxious audiences, and the results show that the improved interior design of museum can improve the mental health level of user groups.

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RESEARCH ON THE INFLUENCE OF THE DISPLAY OF TRADITIONAL CULTURAL ELEMENTS IN IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' BEHAVIOR PSYCHOLOGY

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Background: Behavioral psychology is a discipline that infers and grasps people's psychological changes through the observation and analysis of the behavior of social individuals, so as to guide and intervene the development of individual psychology and behavior. Among them, the most important theoretical viewpoints are operational conditioned reflex theory and social learning theory. Operational conditioned reflex theory holds that reward, positive attitude, punishment and negative attitude will have a direct effect on people's behavior orientation and mechanism, and then produce positive and negative feedback mechanism. Social learning theory holds that people can gain experience from social positive and negative attitudes, which indirectly affects people's behavior. Whether social behavior is positive or not will cause social members to imitate and reject. At present, teenagers' psychological behavior has diversity and blindness in behavior choice. The qualitative and disjointed nature of practical grasp and cognition, repulsive and emotional behavior, sporadic and explosive behavior. And teenagers are in a critical period of physical and mental development. Their psychological changes and behavior characteristics are more

vulnerable to the influence of external things and other people's evaluation, so they need active intervention and timely guidance. The strategy of using behavioral psychology theory to enhance the effectiveness of ideological and political education can stimulate students' internal development motivation and promote the development of students' moral behavior. However, the innovation of teaching means and tools in the current ideological and political education is insufficient, which is difficult to stimulate students' learning motivation and interest, which will make them show a certain degree of psychological problems and negative emotional obstacles in the learning process. The theory of behavioral psychology holds that the occurrence of behavior is based on a certain psychological inducement of the behavior subject. This inducement has the effect of both the external environment and the physiological basis of individual life, and the external environmental factors will change the psychological inducement. The cultural spirit connotation and style characteristics carried by traditional cultural elements can directly act on the individual audience and stimulate and influence the individual psychology and behavior in an intuitive and obvious way. Therefore, the research explores the influence mechanism of traditional cultural elements in ideological and political education on students' behavior psychology, in order to improve students' psychological problems and negative emotions in ideological and political education courses with the help of external stimulation and influence, and promote the improvement of their ideological and moral level.

Subjects and methods: Firstly, the research makes a basic analysis and collection of the psychological characteristics and behavior mechanism of the students in the college of ideological and political education in a university, makes data statistics with the help of the mental health self-assessment scale and behavior test tools, and divides the students with psychological problems and behavior disorders into the research object. Then it analyzes the causes of the performance and psychological obstacles of the research object in the ideological and political education classroom, and on this basis, it integrates the traditional cultural elements into the ideological and political education, and improves the teaching mode. The research objects were divided into intervention group and routine group. The intervention group used the improved ideological and political education model for teaching practice, while the routine group studied according to the original teaching model. The experimental intervention time was four weeks. The psychological and behavioral changes of the subjects after the experiment were statistically analyzed, and the differences of the experimental data were analyzed with the help of statistical analysis tools, so as to obtain the experimental results.

Results: Behavioral psychology can effectively give play to the thirst for knowledge of traditional cultural elements for students' understanding, and combine it with the teaching classroom. It can effectively guide the changes of students' psychological emotions, and then have a direct effect on their behavior mechanism and improve their negative emotions such as classroom anxiety. Table 1 shows the statistics of negative psychological emotion scores of the subjects before and after the intervention of the new ideological and political teaching method.

Table 1. The subjects' scores of negative psychological emotions before and after the intervention of the new ideological and political teaching method

Negative psychological emotion in class	Classroom anxiety	Classroom resistance
Before improvement	28.17±3.13	19.16±2.01
After improvement	12.43±2.76	7.07±1.93
<i>P</i>	0.002	0.004

The results of Table 1 show that there is a significant statistical difference in the scores of negative psychological emotions of the research subjects before and after the intervention of the new ideological and political teaching method ($P < 0.05$), and the students' classroom anxiety and classroom resistance have improved to varying degrees. The score difference before and after the intervention is 14 points and 13 points.

Conclusions: Behavioral psychology should become the theoretical basis for guiding students' ideological education, mastering and guiding students' psychological development and behavior transformation. Teachers of ideological and political education should be good at using the theory of behavioral psychology theory, broaden a variety of teaching ideas and means, actively introduce tools that students are interested in and conducive to classroom teaching, so as to improve students' enthusiasm and initiative to participate in the classroom, and improve psychological opportunities for the transformation of their behavior mechanism. The results show that the integration of traditional cultural elements into ideological and political education can realize the guidance and improvement mechanism of students' psychology and behavior, and further improve the pertinence and effectiveness of ideological education.

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RESEARCH ON THE ACTIVATION STRATEGY OF HISTORICAL BLOCKS OF DIGITAL MEDIA ART FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY -- A CASE STUDY OF QIANMEN, BEIJING

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Background: Color is objectively a kind of stimulation and symbol to people, and subjectively a kind of reaction and behavior. With the help of the application and collocation of color, it has a mechanism for people's perception, emotion, memory and thinking. The content of color psychology is the empirical paradigm of color, the psychological norms of color and the mechanism of different color reactions. Color has great application value and significance in our life and practical application, and different individuals have their own preference for color selection, which is also one of the manifestations of their psychological character. Colors with different intensities and lightness have different meanings, which will bring different psychological hints and effects to individuals. For example, red indicates warm and bright, black indicates solemn and dull, colors with higher lightness will make people have relaxed and positive psychological emotions, while colors with lower lightness and higher intensity will make people have emotional experiences such as psychological oppression. Color psychology is also mostly used in marketing, architectural field, interior design and other aspects. Only by giving full play to the psychological impact of color, can we give full play to the design intention and realize the positive impact of color on human psychology. The good use of color will make people have a "self-perception" of the spatial pattern, and will not produce negative emotions and negative mentality due to the limited area or layout. To a certain extent, it can be used in the treatment and intervention of mental diseases.

When using color, it will show certain characteristics of ideology and individual preference. Its application form is the display content of social civilization practice, which will directly affect people's aesthetic taste and changes of consciousness and psychology. As the material carrier of historical civilization, historical and cultural blocks are a significant link in the field of urban renewal. Through the activation and transformation of historical and cultural blocks and injecting fresh blood of the times, it can not only make the historical buildings glow again, but also release the commercial vitality and give full play to their vitality, so as to realize the connection and isomorphism between historical civilization and the development pulse of the modern era. As a traditional historical district in Beijing, Beijing Qianmen has a far-reaching historical civilization. When studying its activation and development strategy, we should pay attention to the retention of the original characteristics and realize the inherited development. When using digital technology, we should consider the needs of many parties and people's psychological acceptance. Therefore, taking Beijing Qianmen historic district as an example, this study uses color psychology to explore the impact of digital media art on the activation strategy of the district, and puts forward targeted suggestions to realize its reserved development and rejuvenate its vitality and vitality.

Subjects and methods: According to the three core business formats of Beijing Qianmen, the research combs and analyzes the needs of the main population under different business formats, and combs out the needs of the main population. Then, according to the relevant theories of color psychology and the needs of different functional areas and people of Qianmen, the activation design strategy based on digital media art is proposed, that is, the integrated interface design of digital terminal is constructed. The purpose is to improve the digital service of Qianmen regional tourism format, build a new consumption mode of Qianmen shopping format, help Qianmen residents achieve good autonomy, and solve the pain points of Qianmen tourists, consumers and residents. The integrated interface design of digital terminal can realize the strategy optimization after data integration and analysis under the condition of mastering the needs and suggestions of main people, and then realize the creative development of historical blocks with the help of digital means. After the design is completed, a questionnaire is designed and distributed to Beijing Qianmen tourists, consumers and residents. The contents of the questionnaire include the activation satisfaction of historical blocks, tourism experience, service quality, psychological feeling, convenience of life and so on. At the end of the experiment, the collected useful questionnaires are analyzed and sorted out to explore the feasibility and practicality of the proposed strategy.

Results: The activation design strategy based on digital media art can effectively collect the opinions and opinions of the main audience groups of the historical block and the functional requirements of the historical block. On this basis, it can design a new format of digital tourism development in line with Beijing Qianmen. As an important historical trace, color can effectively enable tourists to have a comprehensive