

correlation coefficient is set as follows, 0.8-1.0 refers to very strong correlation. 0.6-0.8 refers to strong correlation. 0.4-0.6 indicates moderate intensity correlation. 0.2-0.4 indicates weak correlation. 0.0-0.2 indicates very weak correlation and uncorrelation.

Results: Table 1 refers to the correlation between unstable support training and students' muscle strength and psychological stress. It can be seen from Table 1 that unstable support training is significantly positively correlated with students' muscle strength and psychological stress. In the follow-up core training process, colleges and universities need to increase unstable support training according to the situation, instead of blindly increasing unstable support training regardless of the actual situation of individuals.

Table 1. Correlation between unstable support training and students' muscle strength and psychological stress

Mental health indicators	1	2	3	4	5	6	7	8
1 Unstable support training	1	-	-	-	-	-	-	-
2 Muscle training	0.65*	1	-	-	-	-	-	-
3 Psychological stresses	0.71*	0.75*	1	-	-	-	-	-
4 Anxiety	0.67*	0.72*	0.73*	1	-	-	-	-
5 Irritability	0.62*	0.66*	0.75*	0.72*	1	-	-	-
6 Fear	0.64*	0.69*	0.76*	0.73*	0.61*	1	-	-
7 Worry	0.64*	0.71*	0.73*	0.75*	0.63*	0.72*	1	-
8 Fear	0.63*	0.72*	0.82*	0.75*	0.74*	0.76*	0.68*	1

Conclusions: Unstable support training has a significant positive correlation with students' muscle strength and psychological stress. In view of the sports psychological pressure of college students, teachers can control the time and times of unstable support training to fundamentally prevent students from generating excessive sports psychological pressure, which can greatly improve students' sports stability.

Acknowledgement: The research is supported by: The Effect of Unstable Support Training on Muscle Strength and its Mechanism Research (Shandong Provincial natural foundation general project, No. ZR2016CM44).

* * * * *

THE EFFECT OF INTERDISCIPLINARY MUSIC POSTURE RESEARCH ON THE IMPROVEMENT OF COLLEGE STUDENTS' PSYCHOLOGICAL NEGATIVE EMOTIONS

Hui Chen

School of Arts, Lanzhou University, Lanzhou 730000, China

Background: In psychology, it is believed that college students are just at the boundary between school and society. Many college students cannot calmly deal with the pressure of learning, economy, communication and love, passively avoid, and cannot actively explore and solve problems, which leads to negative emotions such as complaints, anxiety and fear of difficulties, which seriously affects their physical and mental health. With the acceleration of social development, the social pressure that college students need to face also begins to increase. Under this social pressure, the mental health status of college students has become the main topic of social concern. Curriculum education for college students' mental health status has been the key content of college teaching at present. In college students' mental health education, the alleviation of students' negative emotions is the core purpose of curriculum education. Generally speaking, the negative emotion of college students is the psychological depression of college students in the face of college environment, including anxiety, depression, inferiority complex and other emotions. In psychology, it is believed that the generation of students' negative emotions hinders the normal growth of students to a large extent, and from a large number of practical research, it can be learned that students' negative psychological emotions promote students' emotional sensitivity by destroying students' psychological defense mechanism, and then they are very vulnerable to external influence and psychological obstacles. In order to alleviate students' negative psychological emotions, a large number of studies have put forward corresponding solutions, but from the existing research, the effect of music therapy in alleviating students' negative psychological emotions is more obvious.

Music is an art to mobilize people's audio-visual and kinesthetic sensory experience. In college education,

music is not only a professional subject for education and teaching, but also an important subject to help students alleviate their negative psychological emotions. With the continuous progress of social science and technology, music has been combined with many disciplines and theories to form a comprehensive music posture research including cognitive psychology, human kinematics, musicology and other theories. The study of musical posture is a new research theory in western music. In this study, an interdisciplinary approach is used to make up for the limitations of traditional musicology. From the current university research in China, the Interdisciplinary music posture research is less, which leads to its less application. Some studies point out that in the university education, the Interdisciplinary music posture research is more effective than the traditional music therapy in terms of the psychological emotions of college students. However, a large number of studies have not discussed the negative emotion of Interdisciplinary music Research in college students. Therefore, the study uses Interdisciplinary music posture research to alleviate students' negative emotion, and analyzes the improvement effect of students' negative emotion under this research, in order to provide theoretical support for the quality training of college students.

Objective: This paper discusses the theoretical concept of interdisciplinary music posture research and its application in colleges and universities, understands the current situation of college students' psychological negative emotions, puts forward the application scheme of Interdisciplinary music posture research in alleviating college students' negative emotions, and analyzes the changes of college students' psychological negative emotions.

Subjects and methods: 200 college students were randomly selected. Self-rating Anxiety Scale (SAA) and Self-rating Depression Scale (SDS) were used to count the negative psychological emotions of all students. The students were randomly divided into experimental group and control group, with 100 students in each group. The students in the experimental group adopted the Interdisciplinary music posture research to formulate the students' psychological negative emotion improvement program, while the students in the control group adopted the conventional music therapy to improve the students' negative emotion. Finally, the changes of negative psychological emotions of all students in the intervention teaching were statistically analyzed by SPSS24.0, and the difference was statistically significant with $P < 0.05$.

Results: See Table 1 for the difference of anxiety and depression scores between the two groups before and after the teaching intervention. Table 1 shows that the anxiety and depression scores of the two groups of students can be significantly reduced before and after the teaching intervention, but the change of the anxiety and depression scores of the experimental group is significantly higher than that of the control group.

Table 1. Changes and differences of anxiety and depression scores of students before and after teaching

Group	SAS		SDS		P
	Experimental group	Control group	Experimental group	Control group	
Before teaching	65.76±6.21	65.57±6.19	64.22±6.07	64.63±6.10	>0.05
After teaching	43.82±5.67	48.96±5.32	42.78±5.34	49.07±5.13	<0.05
P	<0.05	<0.05	<0.05	<0.05	-

Conclusions: Higher education is not only to improve students' professional level, but also to positively guide students' values. Therefore, it is of great value to alleviate students' negative emotions in college learning. The research takes college students as the research object, aiming at the students' negative emotions, it proposes to use interdisciplinary music posture research to alleviate them. The teaching practice shows that under the Interdisciplinary music posture research, the improvement effect of students' negative emotions is significantly higher than that of conventional music therapy. The above results show that in the training of college students' psychological quality, we can formulate the training strategies of students' psychological quality through interdisciplinary music posture research to improve students' negative psychological emotions.

Acknowledgement: The research is supported by: Lanzhou University Curriculum Ideological and political Case Bank teaching Guide Project, Research on the ideological and political education mode of string music professional curriculum [2021] KCSZALK-2021211664; Lanzhou University Education and teaching reform research project, Research on design and practice of college music general aesthetic education course under the background of new liberal arts [2020] JYXM (General Item-ART)-2020-20396.

* * * * *

ON THE INFLUENCE OF CONSUMER PSYCHOLOGICAL FACTORS ON MODERN PACKAGING DESIGN

Kecheng Zhang

Jiangsu Food and Pharmaceutical Science College, Huai'an 223003, China

Background: Since the 21st century, the global economy and the level of science and technology have been developing rapidly, but the problems of energy consumption and environmental pollution have become more and more serious. To solve this problem, many scholars have conducted in-depth discussion and research, and put forward the concept of green design. The green design concept means to minimize the damage to the environment and maximize the utilization of resources in the whole product life cycle, and try to protect the environment and save resources at the same time. Based on the green concept, modern packaging design for commodities has gradually become the focus of consumers. While improving consumers' shopping experience, avoiding environmental pollution and protecting the ecology to the greatest extent is the basic development direction of modern packaging design. In modern packaging design, due to the optimization and reform of manufacturers, most packaging design has been able to meet the green design concept, but there are still limitations in meeting the psychological conditions of consumers. Therefore, by analyzing the psychological factors of consumers in modern packaging design, this paper puts forward a modern packaging design considering the psychological factors of consumers.

Consumer psychology is a subject that studies the laws of consumer decision-making psychology and consumer behavior. Its core idea is to take consumers as the core, provide consumers with high-quality products and services, and promote consumers' consumer behavior. Consumer psychology mainly studies the psychological phenomena and behavior laws of consumers in their consumption activities. Its purpose is to study the psychological activity laws and individual psychological characteristics of people in the process of daily consumption and daily purchase behavior. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, value preservation, nostalgia, love to take advantage, fear of regret and so on. In addition, consumption should be completely rational, but it is undeniable that in rational consumption, consumers' psychological changes under the influence of the market will induce them to produce irrational consumption. In cognitive psychology, people's attention is limited. In the economic market, the effective information in the market is open, but consumers' cognition is limited, which leads to their inability to pay full attention to the effective information in the market and financial cognition deviation. Therefore, many psychological studies have pointed out that consumer behavior in the economic market can be integrated with cognitive psychology, and denied the rational existence of the financial market, but believed that cognitive psychology affects consumer financial behavior.

Objective: This paper analyzes the influence of consumer psychological factors on modern packaging design, analyzes the changes of consumer psychology under modern packaging design, and puts forward a modern packaging design scheme based on consumer psychology.

Subjects and methods: A stratified cluster random sampling method was used to select 500 consumers, including college students, white-collar workers and retirees, to conduct a consumer psychological test on all participants. Using different consumers' expectation psychology of product packaging for packaging design, this paper analyzes the changes of consumers' conformity psychology and product recognition psychology in different product packaging types, and evaluates the correlation between modern packaging design and consumers' psychological emotions with the help of correlation analysis.

Results: See Table 1 for the correlation coefficient between consumers' conformity psychology, product approval psychology and modern packaging design. Table 1 shows that in modern packaging design, taking the modeling elements, structural elements, visual elements and psychological elements as the evaluation indicators, it can be seen that there is a significant positive correlation between modern packaging design and the psychology of consumers' conformity and product recognition.

Table 1. Correlation analysis between consumer psychological elements and modern packaging design

Project	Group psychology	Product recognition psychology
Modeling elements	0.463	0.448
Structural elements	0.379	0.379
Visual elements	0.421	0.507
Psychological elements	0.529	0.517