

the application of traditional art. Before the educational intervention, the teaching effect of modern art teaching was not very significant. The scores of the self-designed scale of the tested college students were at a low level as a whole, among which the scores of art level and cultural value were the lowest, which showed that the teaching quality of modern art teaching was low when traditional art was not applied. After the educational intervention, the application of traditional art significantly improved the scores of all dimensions of the scale, among which the increase in the score of cultural value dimension was the most significant. Compared with before the educational intervention, the total score of the self-designed scale of the college students increased by 53.62%.

**Table 1.** Self-designed scale scores of college students before and after the application of traditional art to modern art teaching

Evaluation time	Before the application of traditional art	After the application of traditional art	<i>t</i>	<i>P</i>
Artistic level	8.25±1.54	16.49±1.34	45.310	0.000
Cultural value	7.13±1.77	18.05±1.83	48.146	0.000
Psychological acceptance	11.27±1.61	15.38±1.75	19.401	0.000
Artistic aesthetic experience	16.04±2.13	17.84±1.92	7.046	0.000
Sense of learning achievement	12.98±1.96	17.76±2.02	19.063	0.000
Total score of self-set meter	55.67±3.85	85.52±4.14	59.267	0.000

**Conclusions:** In China’s traditional art, diversified artistic images not only show the charm of traditional art, but also provide more creative inspiration for the creation and design of modern art works. The research on the practical process of applying traditional art to modern art teaching has greatly enhanced students’ sense of learning achievement and artistic aesthetic experience. On the basis of ensuring the application effect of traditional art in modern art teaching, it has realized the promotion of traditional art and the comprehensive development of students.

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## RESEARCH ON THE CONSTRUCTION AND INNOVATION OF AGRICULTURAL AND ANIMAL HUSBANDRY INDUSTRY CONSORTIA FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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**Background:** The main task of consumer psychology is to study the psychological activities generated by human consumption activities and their changes. Consumer psychology is a new interdisciplinary subject composed of economics and traditional psychology. The research objects of consumer psychology are generally the process of psychological activities and personality psychological characteristics of consumers, consumer psychology and consumption habits of consumer groups, marketing methods, the impact of social environment on consumer psychology, and so on. Consumer psychology is of great significance to enhance business profits, expand brand awareness and premium. In addition, consumers’ buying behavior is not random, but influenced by various realistic and potential factors, which are more or less related to consumers’ psychology in essence. With the improvement of the national economic level, people’s consumption demand for agricultural and animal husbandry products shows a trend of diversification and quality. The traditional standardized and industrialized production mode of agricultural and animal husbandry products can no longer fully meet the current changing consumer psychology and consumer demand. Therefore, this research focuses on exploring the impact of the new agricultural and animal husbandry industry consortium business strategy under the guidance of consumer psychology on consumer psychology, hoping to provide some useful references for improving the market competitiveness of domestic agricultural and animal husbandry enterprises.

**Subjects and methods:** The research team constructs a set of questionnaires to investigate consumers' opinions on the operation and marketing strategies of the agricultural and animal husbandry industry consortium. The questionnaire consists of 20 questions, each of which is a multiple-choice question. Each option is given a five-digit integer from 1 to 5 according to its effectiveness in promoting consumers' consumption desire. The higher the score, the more obvious the participants think the measure will play in stimulating consumers' consumption desire. Then, 107 adults willing to participate in the study were collected from the Internet. Firstly, the research objects were trained in the relevant knowledge of the agricultural and animal husbandry industry consortium to improve the reference value of the questionnaire survey results. Then use the designed questionnaire to carry out a questionnaire survey on all subjects. In order to ensure the reliability of the survey results and the validity of the questionnaire data, no communication behavior, whether in the form of text or voice and video, is allowed between any research objects during the whole process of the survey. The measurement type features involved in the questionnaire are displayed in the form of mean  $\pm$  standard deviation for *t*-test, and the counting type features are displayed in the form of number or proportion of number for chi square test. The significance level of difference is taken as 0.05

**Results:** The statistical results of the basic information of the research object show that the basic information of the selected research object is sufficiently representative among the mainstream consumer groups of agricultural and animal husbandry products in China, and there is no need to adjust the research object. After removing the invalid questionnaires, 104 valid questionnaire data were entered into the computer, and statistical analysis was carried out with Excel software to obtain Table 1.

Note that since each question in the questionnaire is not required to be answered, the number of respondents to each question may not be the same as the number of valid questionnaires. According to Table 1, there are four kinds of operation and marketing strategies of the agricultural and animal husbandry industry consortium that the surveyed group believes are helpful to stimulate consumers' consumption willingness and consumption psychology: "circular production of agricultural and animal husbandry industry", "integrated production of agricultural and animal husbandry industry", "integrated marketing of agricultural and animal husbandry products" and "differentiated supporting sales of agricultural and animal husbandry products", and the total score of the effectiveness evaluation of "differentiated supporting sales of agricultural and animal husbandry products" is the highest. This is because the differentiated supporting sales of agricultural and animal husbandry products can improve the integration value of products on the basis of reducing the production cost and selling price of products, so as to increase their attractiveness and use value to consumers.

**Table 1.** Statistical results of questionnaire survey data

Number of countermeasures	Countermeasures or suggestions	Total score of effectiveness	Number of respondents
¥1	Circular production of agriculture and animal husbandry industry	65.4 $\pm$ 3.5	92
¥2	Integrated production of agriculture and animal husbandry	66.8 $\pm$ 4.8	87
¥3	Integrated marketing of agricultural and animal husbandry products	72.6 $\pm$ 3.6	102
¥4	Differentiated supporting sales of agricultural and animal husbandry products	78.2 $\pm$ 5.2	100

**Conclusions:** At present, the national consumption demand for agricultural and animal husbandry products is becoming increasingly diversified and high-quality. In order to better meet this higher level of consumption demand, some regions have begun to try to build agricultural and animal husbandry industry consortia. However, the production and operation mode of the agricultural and animal husbandry industry consortium is still in the exploratory stage. Therefore, this research combines the theory and method of consumer psychology, through the form of questionnaire survey, to collect the opinions and methods that help stimulate the innovation of the agricultural and animal husbandry industry consortium. The survey results show that there are four kinds of operation and marketing strategies of the agricultural and animal husbandry industry consortium that the surveyed group believes are helpful to stimulate consumers' consumption willingness and consumption psychology: "circular production of agricultural and animal husbandry industry", "integrated production of agricultural and animal husbandry industry", "integrated marketing of agricultural and animal husbandry products" and "differentiated supporting sales of agricultural and animal husbandry products", and the total score of the effectiveness evaluation of "differentiated supporting sales of agricultural and animal husbandry products" is the highest, with an

average of 78.2 points. The survey results show that the application of consumer psychology can indeed find some methods and countermeasures that help to enhance consumers' desire to buy products of the agricultural and animal husbandry industry complex.

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## RESEARCH ON INTERVENTION STRATEGY OF PUBLIC FEAR AFTER PUBLIC HEALTH EMERGENCIES BASED ON POSITIVE PSYCHOLOGY

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**Background:** Positive psychology adopts scientific principles and methods to study happiness, and advocates the positive orientation of psychology to study human positive psychological quality and pay attention to human health, happiness and harmonious development. It can be seen that positive psychology is a new science that studies the psychological state and psychological change law of human beings under various environments and conditions from a positive perspective. From the perspective of research methods, positive psychology absorbs most of the research methods and research means of traditional mainstream psychology, such as scale method, questionnaire method, interview method and experimental method, and organically combines these research methods and research means with humanistic phenomenological method and empirical analysis method. At the same time, positive psychology takes a more inclusive attitude. It focuses on empirical research methods and does not reject non empirical research methods, which is also its superior to humanistic psychology. That is to say, positive psychology inherits the reasonable core of humanistic and scientific psychology, and corrects and makes up for some shortcomings of psychology. Positive psychology is not based on the pessimistic view of human nature, but attaches importance to the positive aspects of human nature. Due to these characteristics, this discipline is widely used in the fields of public management, psychotherapy and so on. Because public health emergencies are sudden and dangerous, it is easy for the public to have varying degrees of fear, and this fear is easier to spread quickly through language and other means, which has a huge negative impact on the stability and security of the economy. Therefore, this study attempts to apply the theory and method of positive psychology to design some strategies that help to control the public's fear after the outbreak of public health emergencies, to assist in managing the public's bad emotions and maintaining social order and stability after the outbreak of public health emergencies.

**Subjects and methods:** The main research methods used in this study are Delphi method and interview method. The following describes the research process in detail. Firstly, scholars and professors in the field of public health and positive psychology who are representative and have a say in academic and authoritative aspects are selected from China, and they are required to participate in this research. From the perspective of positive psychology, they are required to design several countermeasures that help to manage public fear after public health emergencies, and evaluate the effectiveness of each object. The effectiveness is evaluated according to four items: slightly effective, generally effective, good effect and significant effect, and numbers of 1, 2, 3 and 4 are given respectively to quantify each effectiveness level, so as to further improve the effectiveness of statistical results. After the consultation, an interview will be conducted with each respondent. The content of the interview is their analysis of the principles of various measures to control and weaken public fear. In addition, all the statistical and metrological indicators in the study are described in the form of mean  $\pm$  standard deviation. If the difference significance test is required, select *t*-test, and the difference significance level is set to 0.05

**Results:** After the consultation and interview steps are completed, enter the data into the personal computer, and use SPSS23.0 software to make statistics.

It is found from Table 1 that experts believe that, from the perspective of positive psychology, after a public health emergency, the three methods of "the purpose of public prevention and control measures", "public media guiding public opinion" and "investigating the legal responsibility for false negative reports" can play a role in clearly knowing the public's fear, The effectiveness scores were  $3.24 \pm 0.32$ ,  $3.51 \pm 0.36$