

THE INTERVENTION EFFECT OF CULTURAL AND CREATIVE PRODUCTS OF ART MUSEUM ON AUDIENCE'S EMOTIONAL COGNITION FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is an interdisciplinary subject composed of consumer economics and psychology. Consumer psychology is mainly used to study various psychological changes and psychological laws of consumers in consumption activities. From the perspective of research objects, the core research objects of consumer psychology are the psychology of product providers in the consumption process, the psychological activity process of consumers, the psychological factors affecting consumer behavior, the impact of social environment on consumer psychology, the consumption psychology and consumption habits of consumer groups, marketing methods and consumption psychology, etc. From the point of view of significance and purpose, the use of consumer psychology to study specific consumption problems will help to improve product sales revenue and expand product popularity. As consumers' purchase motivation is affected by various types of factors such as environment and psychology, it is necessary to use the method of consumer psychology to analyze consumers' consumption psychology under the specified consumption conditions. The cultural and creative products of the art museum have beautiful appearance, pleasing color matching and rich cultural connotation, which can make the viewers have beautiful feelings. This study attempts to analyze the impact of cultural and creative products of art museums on the emotional cognition of appreciating audiences from the perspective of consumer psychology.

Subjects and methods: The research team collected literatures and books in the fields of consumer psychology, appreciation of cultural and creative works of art, and emotional cognition published at home and abroad in the past 10 years, and selected the top 20% with high reference value for study. Based on the analysis of the collected data, the research team proposed the psychological elements that affect the emotional cognition of the art museum's cultural and creative works connoisseurs from the perspective of consumer psychology. Then a group social experiment was designed and carried out to verify whether the proposed elements were complete and accurate. The subjects of the study are 120 adults who like to visit cultural and creative products of art museums collected in China. They are divided into intervention group and control group on average. Before the experiment, the basic information of the two groups needs to be statistically tested. If the test results show that there are any significant differences between the basic information of the subjects, the members of each group need to be adjusted. If the members of the adjustment groups cannot meet the requirements, they need to be regrouped, until there is no significant difference in basic information between the two groups. A comparative experiment was conducted between the two groups. The intervention group was required to appreciate the cultural and creative products of the art museum provided by the research team every other day during the experiment. Each appreciation time should not be less than 10 minutes, while the control group was not allowed to appreciate any cultural and creative products and products. The experiment lasted for 3 weeks, and a questionnaire survey was conducted on the two groups before and after the experiment. The purpose of the survey is to understand the emotional cognitive ability of the personnel. The questionnaire is designed by the researchers according to the research object and research purpose. It is a 10-point system. The higher the score, the higher the emotional cognitive ability of the subjects. In addition, the measurement type data in the experiment are evaluated and described by means of mean and standard deviation indicators, and need to accept the t-difference significance test. The significance level is set to 0.05

Results: After the survey, collect the questionnaires filled in with information, take out the invalid questionnaires due to incomplete information, nonstandard filling and other reasons, enter the valid questionnaires into the computer, use AMOS22.0 software and Excel to make data statistics, and get Table 1.

Table 1. Statistical results of the questionnaire survey of the cultural and creative product connoisseurs of the art museum

Survey time	Intervention group	Control group	<i>t</i>	<i>P</i>
Before the intervention experiment	5.23±0.21	5.26±0.27	1.468	2.339
After the intervention experiment	7.88±0.15	5.29±0.31	0.173	0.025
<i>t</i>	0.410	1.583	-	-
<i>P</i>	0.019	2.269	-	-

It can be seen from Table 1 that before the experiment, there was no statistically significant difference

in the emotional cognitive scores between the two groups, and the overall scores of both groups were low. However, after the experiment, the average emotional cognitive scores of the intervention group and the control group were 7.88 and 5.29 respectively. The data difference between the two groups was statistically significant, and the former was 2.59 higher than the latter.

Conclusions: This study focuses on exploring the impact of cultural and creative products of art museums on the emotional cognition of the audience, for which a social experiment was designed and carried out. The experimental results show that before the experiment, there is no statistically significant difference in the emotional cognitive scores between the two groups, and the overall scores of both groups are low. However, after the experiment is completed, the average emotional cognitive scores of the intervention group and the control group are 7.88 and 5.29 respectively. The data difference between the two groups is statistically significant, and the former is 2.59 higher than the latter. Using the knowledge analysis of consumer psychology, it was found that the reason why the intervention group improved their emotional cognitive ability by appreciating the cultural and creative products of the art museum was that the market value of the cultural and creative products of the art museum differed greatly, and the layman and those who did not understand deeply were very easy to be cheated and guided by experts and veterans. Therefore, the connoisseurs who had more contact with this product had less emotion caused by the appearance and price of the cultural and creative products of the art museum, and had a more accurate understanding of this kind of products.

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RESEARCH ON DRIVER FATIGUE IN AUTOMOBILE TRANSPORTATION BASED ON PSYCHOLOGY

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Background: Cognitive psychology mainly focuses on the processing of information collected by human senses in the brain and the formation of subsequent thinking. Specifically, the research object of cognitive psychology is people's high-level thinking process, and different from traditional psychology theory, the research scope of cognitive psychology also includes processes that cannot be observed directly, such as reasoning logic based on observed information, storage and extraction of information, etc. Cognitive psychology pays more attention to the basic psychological causes of human behavior, but the process from psychological state to behavior cannot be directly observed. Therefore, psychologists can only speculate and verify this process through the information received by the observed object and the generated behavior. Therefore, the research process in this field often needs to add various social experiments to provide data support for speculation. The commonly used experimental methods of cognitive psychology include telephone interview, semi-structured interview, questionnaire survey, expert consultation and so on. China's developed commodity logistics system is based on efficient and flexible road transportation. However, in recent years, due to the sharp increase in competitive pressure in the transportation industry, the contraction of foreign trade, COVID-19 and other factors, the operating profit space of the domestic automobile industry has been significantly reduced, resulting in most drivers who want to stay in the road transportation industry having to accept the work requirements for a longer time, combined with other environmental factors, a considerable number of automobile drivers are in a negative psychological state at work, which leads to physiological fatigue. Therefore, this study uses cognitive psychology to explore the causes of driver fatigue in the automobile transportation industry, and puts forward some operable improvement measures.

Subjects and methods: Firstly, the psychological causes of driving fatigue of automobile drivers are analyzed theoretically. The analysis method is to study the literature related to cognitive psychology and the literature related to the workflow of automobile drivers. Then, on the basis of theoretical analysis, a social experiment based on semi-structured interviews was designed, and 166 drivers from 2486 in-service automobile transportation companies willing to participate in the study were randomly selected as the research objects. Investigate the basic information of the research object to ensure that the basic information of the selected group is sufficiently representative in the group. If the statistical results show that the selected group is not sufficiently representative, it is necessary to challenge the research object group or even re select the research object group. Then the interview experiment was carried out, and each selected car driver was consulted with the same semi-structured interview questions to understand the various reasons for their fatigue during driving, including psychological reasons and environmental reasons.