

mental health education should be taken as a means to shape the sound personality of college students. Fourth, focus on self-education to shape students' positive and sound personality. Colleges and universities should create a good campus cultural environment, carry out and guide college students to participate in various healthy, civilized and elegant activities combining teaching, music and learning, strengthen communication and friendship in the activities, and establish harmonious, friendly and healthy campus interpersonal relations. We should increase investment in the construction of campus culture, with student dormitories, associations and class groups as the carriers. Create a good cultural atmosphere, so that students' personality can be sublimated in a good cultural atmosphere and campus environment.

Objective: This paper analyzes the positive influence of Marx's social consciousness theory on the improvement of students' social character from the perspective of educational psychology, in order to cultivate students' positive and sound personality to adapt to the development of society.

Subjects and methods: This paper analyzes the positive influence of Marx's social consciousness theory combined with educational psychology on the improvement of students' social character. According to the random grouping method, college students are divided into blank group and observation group. The blank group and observation group adopt the general intervention scheme and the teaching scheme of Marx's social consciousness theory combined with educational psychology respectively. The total number of subjects is 60, the time is 3 months, and the number of each group is 30. The intervention effects of the two groups of students were analyzed by Adaptive Boosting (AdaBoost) and Minitab20 data analysis software. The intervention effect was assessed by different degrees of perfect personality. The higher the score, the better the personality. The data obtained by the study removed the outliers, and took the average of the results of the personality perfection level of all subjects as the final result, so as to facilitate the analysis and evaluation of the effect. The subjects of the study included freshmen, sophomores, juniors and seniors.

Results: Table 1 refers to the personality improvement of the experimental group within the test time. With the implementation of the teaching program of Marx's social consciousness theory combined with educational psychology, the proportion of students' personality perfection has gradually increased. This shows that the program can promote the improvement of students' personality.

Table 1. Personality improvement of the experimental group during the test period

Category	Before	After 2 weeks	After 4 weeks	After 8 weeks	After 12 weeks
Perfect	2	5	8	12	16
Secondary	16	14	12	12	10
Low grade	12	11	10	6	4

Conclusions: With the real-time implementation of the teaching program of Marx's social consciousness theory combined with educational psychology, the proportion of students' personality perfection is gradually increasing. Through the supervision of others in interpersonal communication, college students can examine their words and deeds from the perspective of motivation and effect, self-consciously supervise and control their thoughts and behaviors, so that they can continue to make correct behaviors, develop towards a healthy and positive personality, choose the right path of personality development, and finally achieve an excellent personality realm.

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STUDY ON THE INFLUENCE OF SAFETY MANAGEMENT OF HYDROPOWER PROJECT ON THE JOB BURNOUT PSYCHOLOGY OF CONSTRUCTION PERSONNEL

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Background: The construction enterprise has poor working environment, difficult work and heavy tasks, which will make the employees of the enterprise tired. Job burnout is characterized by low sense of value, exhausted innovation ability, low mood and physical fatigue. The job burnout psychology of construction workers will not only affect their work enthusiasm and work ability, but also make them hate the work itself, which will have an impact on individuals, families and society. The influencing factors of job burnout of enterprise construction personnel are individual factors, the particularity of construction enterprises and the particularity of the market environment. Job burnout is unavoidable in every employee's career, and its occurrence is affected by individual factors. The relevant survey results show that the first four years of the

initial career are prone to different degrees of job burnout, and the rate of job burnout is as high as about 50%. The specific influencing factors are living environment, educational background, length of service, etc. Different from other enterprises, construction enterprises have the characteristics of high mobility, long working hours and hard work.

Aiming at the job burnout psychology of construction workers, a safety management strategy for hydropower projects is proposed. First, strengthen emotional management. As a flexible management mode, emotion management is praised as the most humanized and standardized management mode by enterprises in the management field. What construction enterprise employees need most is that the enterprise sees its own labor value. When they are respected because of their labor force, it can greatly stimulate their work enthusiasm. Second, strengthen the humanistic care of enterprises. The Youth League Committee and trade union of the enterprise need to set up full-time posts, establish psychological consultation and service rooms, and provide a platform for employees to channel their emotions. Third, build an effective employee incentive mechanism. Establishing a good incentive mechanism is the most effective and direct means for enterprises to mobilize employees' enthusiasm and creativity. However, at present, the incentive mechanism of most construction enterprises is lack of practicality and pertinence. Therefore, the construction enterprise should clarify the monthly incentives and the contents of rewards and punishments. In the process of establishing the incentive mechanism, the enterprise should seek the opinions of young employees and select the most appropriate incentive measures, because some incentive measures are only effective for some young employees, but may not be effective for other employees. Enterprises need to let employees participate in the construction of incentive mechanism, so that employees can feel the value of their own existence.

Objective: This paper analyzes the effect of the safety management of hydropower projects on the job burnout psychology of construction workers, in order to improve the burnout psychology of workers.

Subjects and methods: This paper selects 400 construction workers in four cities as the research object, and analyzes the effect of safety management of hydropower projects on the job burnout psychology of construction workers through back propagation neural network algorithm. The safety management measures for hydropower projects include strengthening emotional management, strengthening the humanistic care of enterprises, and building an effective employee incentive mechanism, which are respectively expressed in measure1-3. Job burnout was measured by MBI-GS, which includes three dimensions: personal achievement, depersonalization and emotional exhaustion. The higher the score, the lower the degree of job burnout. The two dimensions of depersonalization and emotional exhaustion adopt the positive scoring method. The higher the score, the higher the degree of job burnout. Therefore, the total score of job burnout is the sum of depersonalization dimension, emotional exhaustion score and personal achievement reverse score. In order to ensure the reliability and authenticity of the results, the average value \pm standard error of all construction personnel is taken as the result for score comparison.

Results: Table 1 refers to the effect of safety management of hydropower projects on the job burnout psychology of construction personnel. The safety management measures of hydropower projects proposed by the research can significantly improve job burnout, especially in two aspects: depersonalization and emotional exhaustion. Therefore, the safety management of hydropower projects should be improved and optimized from these two aspects.

Table 1. Effect of safety management of hydropower project on job burnout psychology of construction personnel

Measure	Depersonalization	Emotional exhaustion	Personal accomplishment
Measure 1	21.23 \pm 3.65	24.26 \pm 2.98	9.33 \pm 1.26
Measure 2	23.21 \pm 2.98	23.56 \pm 3.63	12.65 \pm 2.14
Measure 3	22.35 \pm 4.26	24.53 \pm 3.45	11.28 \pm 4.21

Conclusions: In the process of modern enterprise reform, enterprise employees are facing more and more problems. With the gradual increase of work pressure, the physical and mental health of enterprise employees will be greatly affected, which has a great impact on the work efficiency of enterprise employees and the stability of the work team. The safety management measures of hydropower projects proposed by the research can significantly improve job burnout, especially in two aspects: depersonalization and emotional exhaustion.

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THE POSITIVE INFLUENCE OF ARTS AND CRAFTS DECORATION PATTERN INNOVATION ON CONSUMERS' SHOPPING INTENTION AND CONSUMPTION TENDENCY UNDER THE DESIGN PSYCHOLOGY

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Background: The design process of arts and crafts products needs to be combined with design psychology to bring people a “medium intensity” positive emotional experience and make people feel relaxed and happy. The theory of design psychology points out that emotional design should pay attention to people's practical function and emotional experience of products, and distinguish the key points. People's perception depends on the stimulation of the external environment. The new and different stimuli include the degree of harmony, novelty and complexity. People need to have the following characteristics to experience the positive regional extreme emotion process: a certain degree of familiarity, coordinated color system, distribution law, orderly arrangement of elements, symmetrical and balanced modeling, and overall concise modeling. Emotional design includes the particularity, hierarchy and sensibility of emotion. Particularity specifically refers to the practical art of design, the integration into the design process, the combination of sensibility and rational emotion, and the diversity of emotional expression. Emotional level refers to instinctive emotion, behavioral emotion and reflective emotion. At the sensory level, design products include sadness stimulation, terror stimulation, pornographic stimulation and various stimuli. Emotional product design will have a positive impact on people's emotions, and play a role in pleasing the body and mind and relaxing the body and mind.

Modern arts and crafts design needs innovative thinking, rich connotation, integration of ideas and attention to accumulation. The innovation strategies for decorative patterns of arts and crafts are as follows: first, the combination of interior decoration and arts and crafts. The innovation of decorative patterns not only needs to maximize the content and form of traditional arts and crafts, but also needs to reflect the deeper cultural connotation. Arts and crafts and interior decoration design are not only simple combinations, but also reflect the beauty of arts and crafts while integrating modern elements. In the process of ordinary decoration design, decoration design should pay attention to the needs of green environmental protection on the basis of meeting the indoor decoration style. Second, the role of traditional arts and crafts in modern graphic design. Arts and crafts will have a positive impact on modern graphic design and people's value orientation and aesthetic orientation. Third, the integration of arts and crafts and modern industry. The connotation of traditional culture contained in traditional arts and crafts is one of the driving forces for modern industrial design to strive for perfection, and plays a spiritual guiding role in modern life.

Objective: In order to analyze the effect of arts and crafts decorative pattern innovation combined with design psychology on consumers' consumption tendency and shopping intention, and to promote the emergence of consumer behavior.

Subjects and methods: Consumers in four cities are selected as the research object, and the particle swarm optimization algorithm is used to analyze the effect of arts and crafts decoration pattern innovation combined with design psychology on consumers. The innovative scheme for decorative patterns of arts and crafts includes the combination of interior decoration and arts and crafts, the role of traditional arts and crafts in modern graphic design, and the integration of arts and crafts and modern industry, which are respectively represented by strategy1-3. Both consumption propensity and purchase intention are expressed by 50-100. The higher the value, the more significant the effect is. In order to ensure the scientific and accuracy of the research results, the average \pm standard error of all objects is taken as the final result, and the decimal point value is reserved to two digits.

Results: Table 1 refers to the effect of arts and crafts decoration pattern innovation combined with design psychology on consumers' consumption tendency and shopping intention. On the whole, different innovation schemes will positively affect consumers' consumption behavior and shopping impulse. However, the combination of interior decoration and arts and crafts, the role of traditional arts and crafts in modern graphic design, and the integration of arts and crafts and modern industry all have a greater positive effect on consumers' shopping intention.

Conclusions: Arts and crafts is an art integrating materials, aesthetics, crafts, technology and culture. Arts and crafts have unique artistic characteristics and rich artistic connotation. After experiencing the trend of the times, arts and crafts have enlightenment and reference significance for all aspects of today's social life. Only continuous innovation is the best inheritance and development. Modern life pays attention to and needs traditional arts and crafts, combines traditional elements with modern life, and then inherits traditional arts and crafts and enriches social and cultural heritage. The three different innovation schemes