Subjects and methods: A questionnaire were used to investigate the psychological changes of the public under the COVID-19. In a city, 500 users were invited to participate in the questionnaire in the form of e-mail, QQ, web page, etc. The questionnaire is divided into three parts, including "the positive impact of government support on public psychology", "the positive impact of timeliness of information acquisition on public psychology", and the satisfaction of the respondents with the measures proposed in the study. Record the above three factors as factor A, factor B and factor C, and the score of each factor is 1-5. The higher the score of factor A and factor B, the higher the positive psychological impact of these two factors on the public in public health emergencies, and the higher the score of factor C, the higher the public's satisfaction with the research strategy.

Results: Refer to the Symptom Checklist 90 (SCL-90) and Self-rating Anxiety Scale (SAS) to explore the impact of factor A on the public's positive and negative psychology. The results of the questionnaire show that factor A has a significant impact on the public's anxiety, depression, mania, panic and other psychology in public health emergencies, as shown in Table 1.

Table 1. Influence of factor A on public psychology in public health emergencies

Popular psychology	Score
Anxiety	4.2
Depression	3.9
Mania	4.5
Panic	4.8

Conclusions: Conclusions: public health emergencies have the characteristics of wide spread, sudden occurrence, serious harm and long impact duration. In public health emergencies, the public will have negative psychology such as panic and anxiety, and produce relatively negative psychological stress based on negative psychology. Based on social psychology, this study analyzes the factors that cause the negative psychology of the public in public health emergencies, and puts forward corresponding solutions to avoid the panic of the public in public health emergencies, affecting the physical and mental health of the public, and damaging the social order. A questionnaire was used to verify the research results. The results showed that factor a had a significant impact on the public's anxiety, depression, mania, panic and other psychology in public health emergencies.

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A STUDY ON THE COOPERATIVE CULTIVATION OF COLLEGE STUDENTS' PERSONALITY BY MENTAL HEALTH EDUCATION AND SCIENTIFIC MATCHING OF BOOKS AND MATERIALS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Colleges and universities are the main position of talent training in China, and the quality of students is valued by all parties. In recent years, with the continuous development of society, social competition has become increasingly fierce. In colleges and universities, many students have various psychological problems, which affect their physical and mental health and academic development. Students' psychological problems come from students' psychological pressure and various negative emotions. Students' psychological stress is mainly related to environmental change, academic anxiety, social anxiety and employment anxiety. Environmental change means that after entering the university, students are far away from their hometown, and their living environment and learning environment have undergone great changes. Some students cannot quickly adapt to this change, which will lead to negative emotions and psychological pressure. Academic anxiety means that there is a huge difference between the teaching mode of colleges and high schools. Some students cannot change from the teaching mode of high schools to the teaching mode of colleges and universities, and their academic performance drops, which leads to learning anxiety and greater psychological pressure. Employment anxiety is related to learning anxiety: Students' studies are generally closely related to their future employment. When students' academic performance is not ideal, students will naturally worry about job selection and employment in the near future, resulting in psychological pressure. Social anxiety is related to students' personality. Generally speaking, introverted

students are more likely to have social anxiety, which leads to social fear and reluctance to communicate with others.

Mental health education in colleges and universities is an important way to guide students' psychology, release their psychological pressure and improve their mental health level. However, at present, the major universities in China do not pay enough attention to mental health education, and the psychological counseling education is relatively backward, which leads to the lack of psychological counseling for students. Social psychology is an interdisciplinary research field of sociology, psychology and other disciplines. It mainly studies the occurrence and change of psychology and behavior of individuals and groups in society in the same environment. Under the guidance of the theory of social psychology, the research analyzes the problems existing in the mental health education in colleges and universities, and puts forward the educational model of scientific selection of books and materials and collaborative mental health education, so as to improve the effect of mental health education in colleges and universities and cultivate students to shape good character and mentality. In order to achieve the above goals, the following strategies are put forward: constantly innovating the library portal. Serve the weak psychological darkroom of students with deep humanization. Librarians should be versatile. The psychological intervention is effectively embedded, the internal and external linkage is made, and the precise force is exerted. Libraries should actively participate in the innovation express of new media integration.

Objective: With the continuous development of society, social competition is becoming more and more fierce. In colleges and universities, many students have various psychological problems, which affect their physical and mental health and academic development. At present, the major universities in China do not pay enough attention to mental health education, and the psychological counseling education is relatively backward, which leads to the lack of psychological counseling for students. Under the guidance of the theory of social psychology, the research analyzes the problems existing in the mental health education in colleges and universities, and puts forward the educational model of scientific selection of books and materials and collaborative mental health education, so as to improve the effect of mental health education in colleges and universities and cultivate students to shape good character and mentality.

Subjects and methods: In college C, 96 students from information engineering majors were randomly selected to complete the experimental research. Using information technology, 96 students were divided into two classes, the experimental class and the control class. For the students in the experimental class, the educational model of scientific selection of books and materials and collaborative mental health education was adopted to conduct psychological counseling. For the students in the control class, the traditional mental health education was used for psychological counseling. After the same teaching time, the students' personality and psychology were investigated by using the self-made psychological measurement scale and questionnaire.

Results: In the questionnaire, in order to more intuitively reflect the impact of the teaching mode of mental health education on students' personality, the scores of each dimension are quantified as 1-5. The higher the score, the stronger the personality represented by students in this dimension, that is, the stronger the relevance of mental health education to students' personality shaping. The scores of each dimension comprehensively consider students' self-rating, teachers' rating of students and students' classroom performance. After collecting the questionnaire, making statistics and analysis, it is found that there is no significant difference in the scores of each dimension between the two classes before the experiment. After the experiment, the scores of the experimental class were significantly higher than those of the control class. See Table 1 for the scores of each dimension of students in the two classes.

Table 1. Scores of students in two classes in each dimension

Dimension		Score	
		Experimental class	Control class
Before experiment	Collective consciousness	2.3	2.4
	Enthusiasm for learning	1.7	1.9
	Learning anxiety	2.8	2.6
	Social phobia	2.4	2.5
	Evasive psychology	3.0	2.9
After experiment	Collective consciousness	3.8	2.6
	Enthusiasm for learning	4.2	2.0
	Learning anxiety	3.8	2.5
	Social phobia	4.2	2.6
	Evasive psychology	4.8	3.1

Conclusions: Mental health education in colleges and universities is an important way to guide students' psychology, release their psychological pressure and improve their mental health level. However, at present, the major universities in China do not pay enough attention to mental health education, and the psychological counseling education is relatively backward, which leads to the lack of psychological counseling for students. Under the guidance of the theory of social psychology, the research analyzes the problems existing in the mental health education in colleges and universities, and puts forward the educational model of scientific selection of books and materials and collaborative mental health education, so as to improve the effect of mental health education in colleges and universities and cultivate students to shape good character and mentality. The questionnaire collected showed that before the experiment, there was no significant difference in the scores of each dimension between the two classes. After the experiment, the scores of the experimental class were significantly higher than those of the control class. It proves the effectiveness of the educational model proposed in the study.

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AN ANALYSIS OF THE INFLUENCE OF AESTHETIC EXPRESSION IN ENVIRONMENTAL DESIGN ON THE AESTHETIC PSYCHOLOGY OF THE AUDIENCE FROM THE PERSPECTIVE OF ARTISTIC PSYCHOLOGY

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Background: Today, with the high development of science, technology and economy, people's psychological pressure is increasing, and the number of people suffering from psychological diseases is also increasing, which has greatly affected the development and progress of society. Environmental design is a new subject. Its main content is the design of human living space. With the development of social economy and the improvement of people's living standards, people have higher and higher requirements for the quality of life and their own living environment. Therefore, environmental design has been greatly developed. In the process of environmental design, it is necessary to carefully analyze the psychological needs and aesthetic psychology of the audience in order to achieve people-oriented and humanized design. Good environmental design can satisfy the aesthetic psychology of the audience through aesthetic expression, so as to stimulate the aesthetic experience and emotion of the audience, so as to relax the mind of the audience and relieve the psychological pressure. The aesthetic psychology of the audience includes the aesthetic psychology at the sensory level and the aesthetic psychology at the advanced emotional level. Among them, the sensory level refers to the feelings and emotions generated by the audience in the interaction with environmental design, including visual, auditory, tactile and other senses. Advanced emotion refers to the emotion obtained by the audience through understanding and experience, which has a strong symbolic significance. For example, the freedom represented by birds, the enthusiasm and boldness represented by flames, and so on. Through the interactive understanding with environmental design, the aesthetic psychology of the audience is satisfied and the emotion is released, so as to reduce the psychological pressure of the audience.

In order to realize the above content, we must analyze the aesthetic psychology of the audience based on psychological theory. In environmental psychology, there is an interactive relationship between individual and environment. In the process of interaction, environment and personal experience affect each other. The environment may be changed by individuals, and individual behavior patterns and thinking logic may also be affected by the environment. Art psychology is a subject that analyzes the aesthetic psychology of the audience and helps the creators improve their works of art. Environmental design is a kind of artistic design. Therefore, artistic psychology is used to analyze the aesthetic psychology of the audience, so as to better carry out environmental design and aesthetic expression, meet the aesthetic psychology of the audience, and relieve the psychological pressure of the audience. In order to achieve the above content, we need to do two things, that is, the combination of artistic psychology and environmental design, and accurately grasp the psychological aesthetic needs of the audience. The combination of humanized psychology and environmental design embodies the core concept of people-oriented everywhere.

Objective: Today, with the high development of science and technology and economy, people's psychological pressure is increasing, and the number of people suffering from psychological diseases is also