

Social group cohesion refers to a combination of forces, including the cohesion of the group core, the centripetal force of the general members of the group on the group core, the attraction of the group to all its members, and the affinity between the members of the group. As a collective activity, sports competition can have a certain impact on social group cohesion and help the whole process of psychological training of social group cohesion.

**Objective:** From the perspective of social psychology, this paper probes into the role of sports competition in the psychological cultivation of social group cohesion, and then puts forward and implements a reasonable sports competition mode to promote the psychological cultivation of social group cohesion.

**Subjects and methods:** By simple random sampling, 134 subjects were randomly selected from a certain area, and then they were divided into two groups. The nonintervention treatment group and the sports competition treatment group were obtained, with 67 people in each group. For the subjects in the nonintervention group, no intervention was performed. In view of the research objects in the sports competition processing group, make them carry out collective sports, including basketball, football, tug of war and other conventional sports. The self-designed psychological training evaluation scale for social group cohesion was used to evaluate and analyze all the subjects, and to explore the score differences of the self-designed scale under different intervention measures. The self-designed measurement table mainly covers four evaluation indicators, namely cohesion, centripetal force, attraction and affinity. Grade 5 evaluation criteria of 0-4 are adopted, where 0 means very low, 1 means low, 2 means average, 3 means high and 4 means very high. The score of the scale is positively correlated with the cohesion of social groups.

**Results:** Under different intervention treatments, the self-designed scale evaluation results of the two groups of subjects showed great differences. See Table 1 for details. It can be seen from Table 1 that before the intervention, the self-designed scale scores of the two groups of subjects were at a low level, and the evaluation results were 0 or 1. After the intervention, the self-designed scale evaluation results of the subjects in the nonintervention group were almost consistent with those before the intervention, and there was no significant change. The evaluation results of the self-designed scale of the research objects in the sports competition treatment group changed significantly, and the evaluation values of cohesion, centripetal force, attraction and affinity all changed to 4, indicating that the cohesion of social groups in this group has been significantly improved.

**Table 1.** Self-designed scale evaluation results of two groups of subjects before and after intervention

Evaluation time	Group	Cohesion	Centripetal force	Attractive force	Affinity
Before intervention	Nonintervention treatment group	1	1	0	0
	Sports competition processing group	0	1	0	0
After intervention	Nonintervention treatment group	1	1	1	0
	Sports competition processing group	4	4	4	4

**Conclusions:** The cohesion of social groups refers to an important factor that can effectively unite the groups together. Sports intervention on social groups can enhance their social cohesion to a certain extent. According to the evaluation results of the self-designed scale, sports competition intervention can effectively improve the evaluation values of cohesion, centripetal force, attraction and affinity of the research objects in the sports competition treatment group, and increase the evaluation values of the four indicators to 4. This shows that sports competition has a significant role in promoting the psychological cultivation of social group cohesion.

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## THE APPLICATION OF MODERN ART COLOR LAYOUT IN INTERIOR DESIGN FROM THE PERSPECTIVE OF DESIGN PSYCHOLOGY

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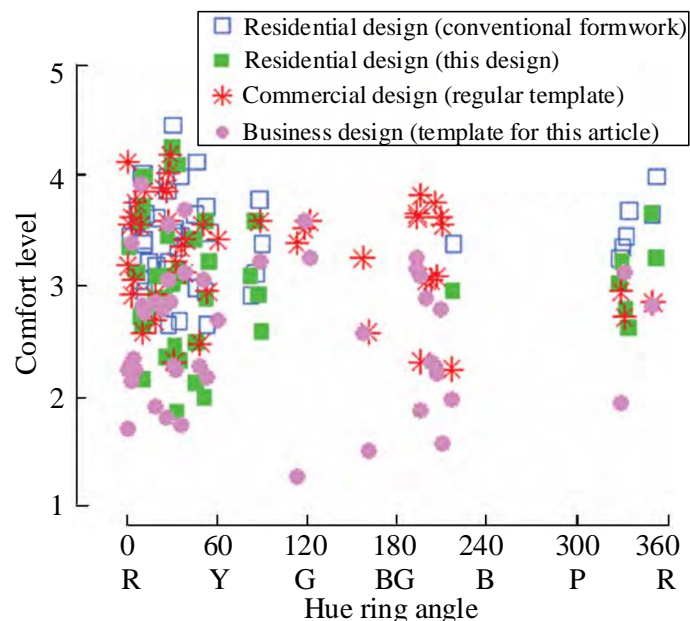
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**Background:** Design psychology is a new branch of art design established in the field of psychology. Based on the psychological acceptance of the general public, it studies people's aesthetic laws and consumer psychology related to vision, touch and mentality. According to people's different needs, create

design results based on design methods, and fully consider the psychological impact of design results on social groups or individuals. The expression methods of interior design include form analysis, association and place spirit. Morphological analysis is to regard the research object as a whole, extract the unique morphological characteristics of different structures and functions within the whole, analyze the extracted elements, and combine them into new forms to obtain new thinking ideas. Association method belongs to a jumping thinking chain reaction, which is a psychological process in which one thing thinks of another thing, one concept thinks of another concept, one phenomenon thinks of another phenomenon, and one method thinks of another method; The spirit of place means that any individual who exists alone has its own unique spirit and atmosphere. Place is essentially different from natural environment and individual space, which is a whole composed of two factors. Color is the key point of interior design, because people's visual feeling is their first reaction and feeling to the things they see. Among them, people's cognition of seeing light is color, and the reason why people can observe things with their eyes is that visible light is an important factor. For people, the vision of human senses is most affected by color, and the response of other feelings is also the response after visual absorption and transmission. The specific reaction process is: after the eye catches the color, it reacts to the human brain at a particularly fast speed, and then the brain combines the human personality, experience and emotional factors for a series of analysis to get different psychological and physiological feelings. Therefore, the design work, including interior design, is closely related to color. If the work lacks the use of color or makes mistakes, the significance of the design work will be greatly reduced. In particular, the purpose of interior design is to create the corresponding environmental experience and other specific physiological and psychological feelings for the people and receptors in the environment. It is the medium of indoor emotional stimulation. In real life, the seemingly solidified color image actually has a particularly rich emotional level, which is of great significance for interior design.

**Objective:** At this stage, the phenomenon of pursuing efficiency is very common. Home decoration companies set home decoration style as several fixed templates, and recommend templates to customers according to customers' budgets, so as to complete the "design". As a result, the design form is single, the space has no characteristics and lacks artistic flavor. In order to increase the artistic sense of the design, the paintings are integrated with the interior space, so that the space design has a sense of the times and connotation. In interior design, we must study the principles of color psychology, and use color collocation and decoration reasonably in interior design to meet people's needs.

**Subjects and methods:** From the perspective of design psychology, the change relationship of visual comfort, hue, lightness and purity threshold of modern art color layout in interior design, as well as the overall change relationship with the three attributes of color, are defined to define the comfort recognition threshold of the three attributes of interior design color, and the quantitative relationship between architectural color attributes and visual comfort evaluation is defined by building a model. The subjects were 30 college students in a city, all of whom had normal color cognition and recognition ability. There were 15 males and 15 females, aged between 18 and 22. Because college students can clearly understand and follow the test procedures through training, which is convenient to complete the predetermined test objectives, college students are selected as subjects by researchers in many evaluation experiments.



**Figure 1.** Visual comfort distribution of hue

**Results:** From Figure 1, after the conventional template design and the design method studied in this paper, the scatter changes of the comfort values of the eight hues R, B, G, y, RP, Pb, Gy and yr, it can be seen that the comfort value of the interior design hue under the research design in this paper is higher than that of the conventional template design. Therefore, it can be concluded that the visual comfort of the warm color hues R, y, yr, RP and Gy under the design method studied in this paper is high. This is because the light wave of warm color is easier to identify than that of cold color. See Figure 1.

**Conclusions:** In the process of interior design, after fully understanding the needs of customers, it is necessary to analyze the wishes of customers from the perspective of design psychology. Different colors will have different effects on the effect of design works, and then have different stimulation and influence on people's psychology and behavior. Therefore, when carrying out interior design, we must pay attention to the application of color psychology. First, we should study the efficacy of the space environment, and make a reasonable and scientific design for the needs of the interior environment in combination with the region, gender, age and space environment, so that the interior design can truly meet the psychological and physiological needs of the audience.

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## RESEARCH ON THE IMPACT OF DIGITALIZATION TRANSFORMATION OF AGRICULTURAL AND ANIMAL HUSBANDRY ENTERPRISES ON THE PSYCHOLOGY OF ENTERPRISE EMPLOYEES

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**Background:** With the development of digital technologies such as artificial intelligence and the Internet, more and more modern agricultural and animal husbandry enterprises have begun to carry out numerical transformation in order to improve their operation efficiency and profit level. However, for the internal employees of agricultural and animal husbandry enterprises, digital transformation may not be a good thing. For employees with poor internal learning ability or conservative personality, they are unwilling or unable to adapt to the new challenges and work content needs brought about by the digital transformation of the enterprise, resulting in negative psychology such as anxiety, fear and depression in their work, thus reducing their work efficiency and quality, and even reducing the yield of products produced by the enterprise. A large number of agricultural and animal husbandry industry management experts and professors of relevant majors in colleges and universities have conducted a lot of academic research on this issue. However, most of these studies only start from the perspective of agricultural and animal husbandry enterprises changing their own business strategies or management systems, and lack of attention and analysis on the psychology of enterprise employees. The negative psychology of employees in agricultural and animal husbandry enterprises under the background of enterprise digital reform is the core of this problem, which cannot be avoided and should not be studied as a secondary object. Therefore, this time, psychological methods and ideas are used to study the adverse psychological problems of employees under the background of digital reform of agricultural and animal husbandry enterprises, trying to find out the specific reasons for the negative psychology of employees in agricultural and animal husbandry enterprises, and put forward targeted solutions.

**Subjects and methods:** Based on the analysis of relevant literature, the research team selected a representative domestic enterprise in the agricultural and animal husbandry sub industry that plans to carry out digital reform and transformation as the environment for carrying out the experiment according to the indicators such as business scale, number of employees, and sub industry. Then, 114 employees with different income, educational background, job distribution and working years were randomly selected from the core departments of the enterprise as the research objects, and the two groups of employees were divided into the transformation group and the traditional group. Before the experiment, the basic information of the two groups shall be statistically compared. If the difference significance test results show that there are personal information items with significant differences between the groups, the members of the group shall be adjusted until there is no significant difference. Note that in this study, measurement type data are comprehensively described by means of mean and standard deviation, and t-difference significance test is required, while count type data are described by number or proportion of number, and chi square difference significance test is required. The difference significance level is set to 0.05, that is, when the test result shows that P value is greater than 0.05, it is considered that there is no