

aesthetic creators and connoisseurs of design, they need not only the above four aesthetic psychological factors, but also the psychological elements such as aesthetic needs, motivation and personality of design.

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COGNITIVE PSYCHOLOGY AND ART DESIGN CONCEPT IN WEB DESIGN

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With the rapid development of computer information technology, the world has gradually entered the modern "information age". With the popularity of the Internet, web design has ushered in a wave of rapid development. Web design is an information release mode based on Internet information dissemination, although its development has not a long history. However, it integrates the artistic concept and the aesthetic concept of graphic design, in which a unique cultural expression has been formed. How to effectively improve the artistry and aesthetic connotation of web design is a hot research issue in current web design. According to the basic technology and artistic elements of web pages, the layout of web pages is discussed in detail. Combined with specific examples, this paper expounds the specific methods of using cognitive psychology, color and other artistic design ideas and the matters needing attention in web page design. The comprehensive results show that the use of cognitive psychology, color and other art design concepts is a new method to effectively improve the level of web design and website popularity. It is a re creation based on the improvement of computer hardware platform and technical level. It is a higher-level design.

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INVESTIGATION AND ANALYSIS ON THE INFLUENCE OF PERSONALIZED PERSONALITY ON IMPULSIVE CONSUMPTION IN AUTOMOBILE MARKETING

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Psychological analysis of automobile consumption in China at the present stage: the research on consumer demand psychology is an important content of marketing. Accurately grasping consumer psychology is the key to successfully formulating products and sales strategies. China's automobile market has a huge capacity, but it is still in its infancy. Many successful models from abroad are acclimatized after they arrive in China. Most of the reasons are that they do not have a good grasp of the consumer demand psychology of Chinese consumers. With the popularization of China's automobile consumption and the gradual start of private consumption, the future automobile consumption market will be more civilian and popular. Then, through this investigation and analysis, we aim to fully understand the current consumer psychology and personality, analyze the impact on automobile consumption, and formulate different marketing strategies and directions. The research on consumer demand psychology and personality is an important content of marketing. Accurate grasp of consumers' personality and psychology is the key to successfully formulate products and sales strategies. This paper makes a survey here and analyzes how personality and psychology affect the consumption of the automobile market.

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INVESTIGATION ON PSYCHOLOGICAL AND SOCIAL STRESS BEHAVIOR OF AUTOMOBILE CONSUMPTION TENDENCY IN CHINA

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In today's society, the road transportation system extending in all directions saves the round-trip time, makes people contact, increases the efficiency of enterprises, and brings historic changes to mankind. Consumers have different psychological changes. This survey is mainly to understand the purchase psychology of automobile consumers more clearly. Marketers are most interested in how consumers will respond to the marketing incentives arranged by the company. Companies that can truly grasp consumers' reactions to different product features, prices and advertising requirements will have a greater competitive advantage than their competitors. Therefore, automobile enterprises have also tried their best to study the "black box", study the automobile consumption psychology of consumers, and strive to share more cake in China's big market. The buyer's behavior pattern generally consists of three parts. It works in the following ways, and the boundary stimulus affects the buyer and leads to the buyer's response. This paper puts forward some personal views on the consumer psychology of Chinese cars.

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EMOTION MANAGEMENT STRATEGIES OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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At present, the research on positive psychology at home and abroad mainly includes three research contents: positive emotion and experience, positive personality traits and positive organizational system. Among them, positive emotion and experience are important parts of positive psychology research, and are the core content of psychology research. As an adaptive emotion in human emotions and an important part of mental health, healthy emotion has a wide range of functions and significance in stimulating human life vitality, changing unreasonable cognition, transforming negative emotions into positive emotions, adjusting mentality and promoting physical and mental health. Nowadays, college students' physical and mental injuries caused by emotional management problems, obstacles to growth and other related problems continue to occur. By exploring new methods and ways to solve the mental health problems of college students, this paper gives better play to the leading role of positive emotion management in solving college students' emotional problems. Fully reflect the pertinence and effectiveness of College Students' emotional management education.

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APPLICATION OF MENTAL HEALTH EDUCATION BASED ON COLLEGE STUDENTS' COMPETITIVE ANXIETY IN COLLEGE STUDENTS' MANAGEMENT

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To carry out mental health education in Colleges and universities, we should pay attention to effectiveness and diversification of forms. First, in the curriculum, the content of mental health education should have the characteristics of the times and novelty, and introduce some social hot issues of interest