

**Results.** Statistical analysis shows that the hypochondriac symptoms of the experimental group patients have significantly reduced, and there is a significant difference in hypochondriac symptoms between the two groups of patients ( $P < 0.05$ ).

**Conclusions.** Overall, there is a certain correlation between identity marketing methods and consumer hypochondria. Enterprises and marketers should be more cautious in designing and implementing their identity marketing strategies to ensure that they do not cause excessive concern and anxiety among consumers.

## Integrated English and educational psychology teaching in universities on students' anxiety disorders

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**Background.** Anxiety is a common phenomenon in English learning. In order to clearly demonstrate the impact of the integrated teaching of English education and educational psychology in universities on students' anxiety disorder, this study conducted a questionnaire survey and structured interviews to investigate English anxiety and compare significant differences.

**Subjects and Methods.** This study is based on the combination of English education and educational psychology. A questionnaire survey and structured interviews were conducted on 630 students from three different types of universities. The results of the "Foreign Language Anxiety Scale" and the "Foreign Language Anxiety Influencing Factors Scale" were tested and analyzed, and SPSS 23.0 statistical software was used for statistical analysis to compare the significant differences in the results.

**Results.** The results show that the average anxiety level of English learning among college students is 3.00, which belongs to moderate anxiety. In terms of English anxiety level, there are significant differences in gender and professional factors ( $P < 0.05$ ), and there is no significant difference in language proficiency ( $P > 0.05$ ).

**Conclusions.** This study constructed a "Foreign Language Anxiety Scale" and a "Foreign Language Anxiety Influencing Factors Scale" with relatively ideal reliability and effectiveness. Combining the relevant theories of educational psychology and English learning, the data was analyzed using mathematical statistics, which is more in line with the English learning anxiety situation of Chinese students. Understanding students' learning anxiety in English learning and teaching has important and practical significance.

## Brand image design on consumer bipolar disorder based on cognitive psychology

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**Background.** Brand image design starts with sensory stimulation. Consumers experience the brand image, recognize the brand, and purchase goods through their senses, which is a comprehensive experience. Eliminating psychological barriers requires starting from an emotional perspective, as brand emotionalization often occurs from the beginning of user contact, and is conveyed through the senses to establish a "sensory" level emotional experience. This study utilizes cognitive psychology to analyze consumers' bidirectional emotional barriers and establish a positive and emotional brand image.

**Subjects and Methods.** This study uses SWOT analysis and semantic difference analysis methods. In terms of graphics, colors, and fonts proposed by a certain brand, eye tracking experiments will be conducted to collect images. 10 samples that meet the standards will be selected for redesign, and 4 of them will be evaluated through a questionnaire survey. SPSS23.0 statistical software will be used for statistical analysis to compare the significant differences in the results, and select the design scheme that best meets the emotional needs of consumers with bipolar disorder.

**Results.** This brand image design based on cognitive psychology has analyzed the emotional characteristics and aesthetic experience of depressed consumers, and the sensory needs of patients with bipolar disorder are more moderate and smooth sensory elements.

**Conclusions.** This study utilizes a multi-sensory participation in brand image design and sensory interaction design mechanism, focusing on consumers themselves, allowing bipolar disorder groups to fully experience brand information and create a pleasant experience, and integrate into society.

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## Improve and innovate community mechanisms combined with western medicine to treat bipolar depression

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**Background.** Bipolar depression is increasingly affecting people's quality of life. There are mainly medication and psychotherapy

for treatment, but there also exist psychological and social environmental factors that affect the symptoms. This study will use a combination of Western medicine and medication to improve and innovate community work mechanisms, and provide group integrated psychotherapy for patients.

**Subjects and Methods.** 100 patients diagnosed with depression from a specific hospital underwent psychological evaluation, and were randomly divided into an experimental group and a control group, with 50 patients in each group. The experimental group received a combination of Western medicine and group integrated psychotherapy, complemented by community work mechanisms. The control group received only a combination of Western medicine and group cognitive behavior therapy. The experimental data was analyzed using SPSS23.0 statistical software, which included descriptive statistical analysis.

**Results.** The results showed that the total scores of the Hamilton Depression Scale (HAMD) in the two groups were significantly lower than before treatment. After SPSS analysis, the difference in results was  $F=102.48$ ,  $P=0.001$ ,  $F=55.96$ ,  $P<0.001$ , with statistical significance. After 4 and 8 weeks of treatment, the difference in results between the two groups of HAMD was  $t=3.49$ ,  $P=0.001$ ,  $t=2.51$ ,  $P<0.19$ , with statistical significance.

**Conclusions.** This study found that group integrated psychotherapy combined with community work mechanisms is significantly superior to group cognitive behavior research, which can improve patients' treatment enthusiasm and early differences. Group integrated psychotherapy combined with community work mechanisms can effectively enhance patients' psychological resilience.

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## Relationship between teaching anxiety and teacher development in higher education English teachers

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**Background.** Teaching anxiety disorder among college English teachers is a common phenomenon that negatively affects their teaching effectiveness and professional development. The study aims to analyze the relationship between teaching anxiety disorder and teachers' development, and to provide new ideas for solving teachers' anxiety disorder.

**Subjects and Methods.** English teachers in several colleges and universities in a certain area were selected as the subjects of the study, and data were collected by questionnaire survey, with a total of 100 teachers participating in the study and 100 questionnaires recovered; the questionnaires included the assessment of the level of teaching anxiety, the assessment of the degree of

teachers' development, and the collection of individual information.

**Results.** After completing the questionnaire, the data collected from the questionnaire results were analyzed using SPSS 22.0 software, which indicated that the average level of teaching anxiety and the degree of development of the teachers were 3.8 and 3.2, respectively. Further analysis revealed that there was a significant negative correlation between the level of teaching anxiety and the degree of development of the teachers ( $r=-0.56$ ,  $P<0.01$ ), indicating that the higher the level of teaching anxiety disorder, the lower the degree of teacher development.

**Conclusions.** There is a close relationship between teaching anxiety disorder and teacher development among college English teachers, and increased levels of teaching anxiety disorder can affect teachers' teaching performance, impede their reflective practice and limit their professional growth.

## Traditional folk art combined with modern art education to alleviate college students' anxiety

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**Background.** The problem of anxiety disorders among college students is becoming more and more prominent at present. The study aims to explore the influence of traditional folk art combined with modern art teaching on alleviating college students' anxiety disorders.

**Subjects and Methods.** 100 college students in a university were selected as the subjects of the study, and they were divided into an experimental group and a control group, with 50 students in each group. The experimental group received traditional folk art combined with modern art teaching, and the control group continued traditional teaching. SPSS22.0 software was utilized for data processing, and methods such as anxiety scores and significance tests were applied to assess the teaching effect.

**Results.** The study utilized the Hamilton Anxiety Scale for scoring and found that the anxiety scores of the study participants in the control and experimental groups ranged from 15-23. The study found that the anxiety scores of the college students in the experimental group were significantly lower than those of the control group ( $M=3.45$  for the experimental group and  $M=4.92$  for the control group,  $P<0.001$ ). The results of the study show that traditional folk art combined with modern art teaching has a significant effect on relieving college students' anxiety.

**Conclusions.** Traditional folk art combined with modern art teaching has achieved a positive impact on alleviating college students' anxiety disorders, which can improve their mental health and promote their personal development.