

investigation, the experimental operation effectively affected most of the participants.

Perceived value: The results show that the evaluation of intangible assets will significantly affect the perceived value of the product. Participants in the large evaluation group tend to believe that the product has higher perceived value ($M_{\text{large}} = 5.03, SD = 0.78; M_{\text{small}} = 3.35, SD = 0.71, t(61) = 8.90, P < 0.05, d = 2.25$).

Consumption concept: The results show that participants in the large evaluation group have significantly higher attitudes towards products than those in the small evaluation group ($M_{\text{large}} = 5.31, SD = 0.86; M_{\text{small}} = 3.74, SD = 0.73, t(61) = 7.81, P < 0.05, d = 1.97$), which provides a basis for hypothesis 1a.

Intermediary analysis: In order to further verify the relationship between evaluation, perceived value and consumption concepts, this study analyzes the intermediary effect of perceived value through Bootstrapping (PROCESS Model 4, Hayes, 2013). It is found that the perceived value mediates the impact of the evaluation size on consumption concepts (95% confidence interval = 1.45; $CI = 1.10$ to 1.87), while the direct effect of intangible asset evaluation on consumer attitudes is not significant (Direct effect $\beta = 0.12; CI = -0.24$ to 0.48), indicating that the perceived value completely mediates the relationship between the appraisal size and the consumption concept. The result verifies the hypothesis 1b. Please see Figure 1 for details.

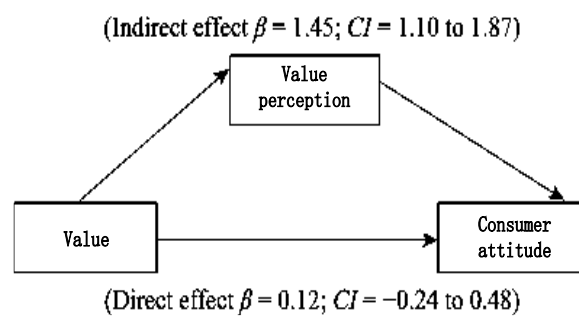


Figure 1. Analysis of the mediation effects.

The experimental data results verify Hypothesis 1, which shows that intangible assets containing large evaluations can stimulate consumers' positive attitudes towards products more than containing small evaluations. Secondly, the experiment tested the mediating role of perceived value between appraisal size and consumption concept, and constructed an internal mechanism model.

Conclusions: This study shows that the evaluation of intangible assets will significantly affect consumers' attitudes towards products. Intangible assets containing large evaluations can stimulate consumers to love products more than intangible assets containing small evaluations. The experiment verified the mediating role of perceived value and constructed the internal mechanism model of the main effect. This study embeds the individual's cognitive needs level into the main research framework of the evaluation category of intangible assets, pays attention to its moderating effect on the evaluation effect of intangible assets, clarifies the boundary conditions for the main effect, and constructs a clearer theoretical and application field frame.

Current research only explores the impact of the size difference between a single assessment on consumption concepts, but the name of intangible assets may include a combination of multiple assessments and categories, for example: Is there a difference between DX1 and XD1? Follow-up research can further explore the impact of the difference between the assessment category combinations.

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THE APPLICATION OF SOCIAL PSYCHOLOGY IN SHAKESPEARE AND JONSON'S "IDEAL POET" THOUGHT IMPACT

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Background: In Shakespeare's sonnets, the poet described two very different scenes. One is the bleak and withered winter, and the other is the fruitful late summer and early autumn. After reading the whole poem, we know that these two scenes are not both depictions of the objective world. The poet separates

from his friends, "This parting day is clearly in the summer/or a rich and fruitful autumn." But in the eyes of the poet and in the poet's heart, this is just a cold winter that makes people shiver. There is no fruit, only a bleak psychological space that is open, multidimensional and dynamic. The occurrence of a single event in the material world reflects that the human mental space can have multiple or different forms of perception.

In Jonson's psychological theory, "motivation" is its most prominent feature. Jonson's concept of psychological power can be summarized as a psychological stress system, focusing on the meaning of demand and power energy, and emphasizing the interaction of various psychological powers in a system. This kind of psychological tension system can also be used in the interpretation and appreciation of poetry. Reading this poem for the first time, "How like a winter hath my absence been? From this, the pleasure of the fleeting year!" What kind of happiness and cold is like? Why does the poet feel this emotion? This kind of demand of readers has caused them to produce a state of psychological tension. The poet's following verses met the psychological needs of readers. The two pictures of winter and summer have created a strong psychological contrast and contrast for readers. It is this contradiction that gives readers enough space for aesthetics and imagination.

Based on the theory of Jonson's social psychology, this article studies the philosophy of the ideal human nature of "Shakespearean Literary Youth", which refers to the individual's estimation of the general behavior patterns of others. The philosophy of ideal humanity can not only reflect the coping style that an individual will adopt when facing a certain situation, but also reflect the correctness of the individual's health and moral standards, thinking styles and values to a certain extent. Studies have shown that the individual's view of ideal humanity philosophy will affect the individual's social support. The age of 15-25 is a period when individual ideological and moral qualities, attitudes to life, and values are gradually formed and stabilized. It plays a vital role in the formation and development of individual ideal humanity philosophy.

Subjects and methods: Targeted Shakespeare literature lovers, a total of 600 people, 38 people were eliminated due to incomplete questionnaires, 562 people were actually sampled, and the effective sample rate was 93.67%. Age 15-24 years old, with an average of 18.5 years old. The Philosophical Scale of Ideal Humanity (PHN) [4] The Revised Philosophical Scale of Ideal Humanity (RPHN) is called Life Event Scale (LES) Symptom Self-Rating Scale (SCL-90) and Eysenck Personality Questionnaire (EPQ) as Measuring tools. PHN contains 84 items, including 6 subscales of trustworthiness, altruism, independence, willpower and rationality, the complexity of ideal human nature, and the variability of ideal human nature.

Study design: Each subscale consists of 14 items with a score ranging from -3 (completely disagree) to +3 (completely agree), of which 7 items are scored as positive points, and 7 items are scored as negative points. The score range of the subscale is 42-42, the full-scale score range is between 252-252. RPHN contains 20 items, including trustworthy and cynical 2 factors, the score is the same as that of PHN. The higher the PHN and RPHN scores, the more positive the individual is about the positive aspects of ideal humanity (trustworthy, altruism, independence, understanding, etc.) High; the lower the score, the more the individual emphasizes the negative aspects of ideal humanity (untrustworthy, selfish, dependent, difficult to understand, etc.).

Methods of statistical analysis: Statistical analysis SPSS 16.0 was used for statistical analysis, including rank transformation one-way analysis of variance, Spearman correlation analysis, and multiple stepwise regression analysis.

Results: Literati PHN RPHN factors and EPQ factors are mostly related significantly ($|r| = 0.098-0.411$, $P < 0.05$ or $P < 0.01$), and cynicism is particularly related to EPQ neurotic, psychotic, and covert The correlation coefficient was significant ($r = 0.406, 0.396, -0.411$, $P < 0.01$).

Eysenck's temperament type theory believes that NE scale scores can be used to classify temperament types. Using the rank transformation analysis method, the PHN and RPHN factors of writers of different temperament types are compared. Table 6 reveals that PHN is trustworthy, altruism, willpower and rationality, the complex positivity of ideal human nature, and RPHN trustworthy and cynical factors. Significant or significant difference ($F = 3.558$, $P < 0.014$) the highest average value of positive factors and the lowest average value of negative factors are mostly concentrated in the plethora of temperament type writers. The statistical results are shown in Table 1.

Table 1 shows that the individual's mental health and self-congruence are closely related to daily life events. Ideal humanity philosophy, as an important indicator and specific manifestation of mental health and self-congruence, should also be valued for its relationship with life events. Table 1 suggests that life events encountered by writers in family life, work, study, and social interaction may have a significant impact on their ideal human philosophy attitude, that is, negative life events can cause psychological pressure and reduce mental health. It affects the formation of a positive and good ideal view of human nature. Positive life events can relieve psychological pressure, improve mental health, and promote the formation of a positive and good philosophy view of ideal human nature. It reveals that for soldiers who hold positive, trustworthy, willpower, and rational philosophy, the unpleasant family life, work and study,

and interpersonal events in the past have caused significantly less psychological pressure on them, and vice versa. Studies have shown that family member intimacy and adaptability have a significant predictive effect on the formation of an individual's ideal view of human nature, that is, family member intimacy has a positive predictive effect on the trustworthiness of RPHN; family member adaptability has a negative predictive effect on RPHN cynicism.

Table 1. Statistics of ideal human philosophical characteristics of writers and their influencing factors.

Serial number	Independent variable	Standard regression coefficient (beta)	Source
1	Neuroticism	0.436	EPQ.
2	Trust-worthy	-0.116	PHN.
3	Total score of	0.107	LES.
4	Will power and	0.096	PHN.
5	Internal and	-0.085	EPQ.

Conclusions: Investigate and analyze the philosophical characteristics and influencing factors of ideal human nature of writers. The Philosophical Scale of Ideal Humanity (PHN) and the Revised Philosophical Scale of Ideal Humanity (RPHN) Life Event Scale (LES) Symptom Self-Rating Scale (SCL-90) Eysenck Personality Questionnaire (EPQ) were used to test 562 literature Test at home. The statistical processing uses rank-transformed one-way analysis of variance, Spearman correlation analysis and multiple stepwise regression analysis. The ideal humanity philosophy of writers is quite different from each other; the ideal humanity philosophy of writers of junior high school level tends to be negative and gloomy; the ideal human philosophy of writers of different temperament types has highly significant differences in many factors ($F = 3.558-18.192$, $Lin 0.014$), the highest average value of positive factors and the lowest average value of negative factors are mostly concentrated in writers of pleotropic temperament; writers PHN RPHN factors are more prominently related to negative life events ($r = -0.084-0.182$, $P < 0.05$ or $P < 0.01$); the writer PHN is trustworthy, altruism, willpower and rationality, the complexity of ideal human nature and RPHN trustworthiness, cynicism is significantly related to the SCL-90 total score and factor ($P < 0.05$ or $P < 0.01$); the correlation coefficients of writer RPHN cynicism and EPQ neuroticism, psychoticism and disguise were significantly higher ($r = 0.406, 0.396, -0.411$, $P < 0.01$); multiple stepwise regression Analysis shows that neuroticism is the most important factor affecting the mental health of writers (Beta = 0.436, $t = 11.031$, $P = 0.000$), and ideal humanity philosophy is trustworthy and positive (Beta = -0.116, $t = -3.124$, $P = 0.002$), Willpower and rational negativity (Beta = 0.096, $t = 2.580$, $P = 0.010$) also play an important role in the mental health of writers. By investigating and analyzing the influence of the ideal humanity philosophy of writers, it is necessary to carry out the education of ideal humanity philosophy for writers.

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ON THE INFLUENCE OF GESTALT PSYCHOLOGY PRINCIPLES ON THE CONTENTS OF DANCE COURSES

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Background: Gestalt psychology is a theory based on the theory of the force field of the brain and the theory of isomorphism, which aims to explain the inherent organization or structure of human experience. This organization or structure is inseparable from perceptual activities, and is a special function of automatic organization and automatic structure of human experience in the process of subject-object interaction. In other words, it does not exist in the object itself, but depends on the subject's experience. "Gestalt" is a transliteration of German "Gestalt". English is often translated into forms or shapes. Chinese generally translates "Gestalt" as "Gestalt", and the starting point of Gestalt psychology research is "form". The so-called "shape" (in Gestalt psychology, any shape is a Gestalt), is a perceptual whole with a high level of organization.

In 1923, German psychologist Max Wertheimer pointed out: "Human perception is composed of internally meaningful gestalts and derived from experience and environment. The form of perception is not due to some unrelated factors but rather Controlled by the dynamic program of an organization, the gathering of dots and lines is not a chaotic gathering of unrelated and fragmented units, but a meaningful gestalt based on the principles of similarity, proximity, closure, and continuity..."