

status of the subjects was analyzed by Self-rating Anxiety Scale (SAS). SAS score ≥ 50 is defined as anxiety state. The score range of mild anxiety, moderate anxiety and severe anxiety is 50-59 points, 60-69 points and more than 69 points.

Methods: The purpose of this study is to analyze the effect of anxiety intervention program in the professional training process of college students in the field of psychology through Excel data analysis software. In order to ensure the credibility of the research results, the survey subjects selected by the research institute are students of different grades in five schools.

Results: The anxiety situation of the experimental group before and after the psychological intervention of anxiety in the training plan of college specialty is shown in Figure 1. Before the intervention, the number of students with no anxiety, mild anxiety, moderate anxiety and severe anxiety in the experimental group were 34, 32, 18 and 16 respectively. With the increase of intervention cycle, the number of people in the experimental group without anxiety increased gradually. This shows that the anxiety of the students in the experimental group will be greatly improved after the intervention of anxiety psychology.

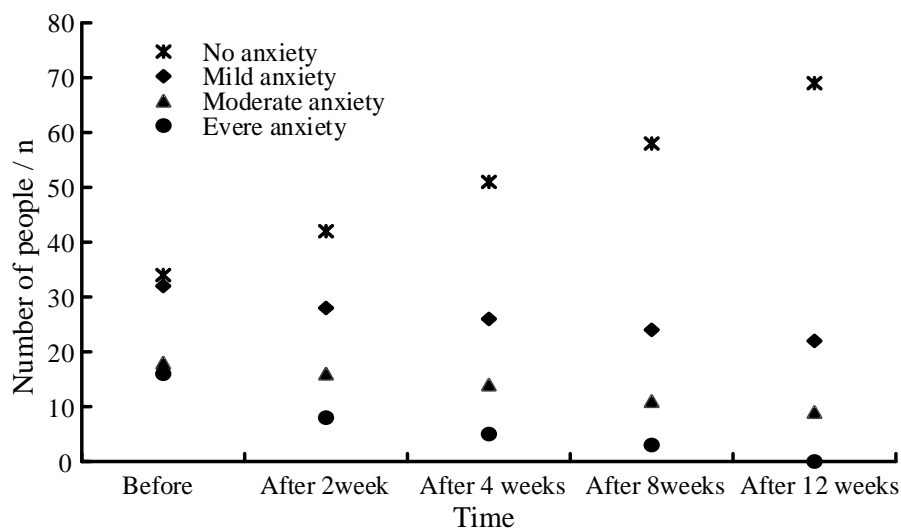


Figure 1. The anxiety of the experimental group before and after the psychological intervention in the training plan of college majors

Conclusions: The training plan of college specialty anxiety psychological intervention program can improve students' anxiety. The psychological intervention program constructed by the research institute can be applied to the intervention of school students' bad emotions. This program has certain promotion value and feasibility.

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APPLICATION OF SOCIAL PSYCHOLOGY IN NEW MEDIA ADVERTISING COMMUNICATION

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Background: Social psychology is an important science closely related to people's daily life. It can not only cover the advantages of all disciplines, but also add vitality to the long-term development of all disciplines. Social psychology was first proposed by Irving psychologist. This discipline mainly analyzes the instincts, communication, reactions, habits and other behaviors of groups. As a new category of language marginalization, sociopsychologists follow the guiding principle of human standard, and the research object is people in society. Social psychology plays a very important role in the process of social development and interpersonal communication. In the new era, the advertising communication effect of media cannot reach a very ideal state. Under the environment of personalized consumption and enhanced consumer awareness, residents are not particularly satisfied with the communication effect of enterprises and products. Some studies have pointed out that there is a big gap between the current advertising communication effect of enterprises and the expected results. Under this background, the enthusiasm of advertising users will

continue to decline, which will eventually affect the development of the whole advertising industry, including mass advertising media such as mobile phone, TV, elevator, car body and road signs, as well as traditional industries such as radio and television, magazines and newspapers, and new media such as mobile phones and the Internet.

At present, the problem of new media communication is very serious. For rural areas, apart from traditional media advertising, the form of advertising media is relatively single and scattered, which is mainly manifested in mass media advertising in the fields of automobile advertising, gift advertising, wall advertising and so on. For urban areas, there are significant differences between urban residents' use habits and urban media exposure and rural residents, and there are obvious differences in the communication effect of media advertising investment. In this context, it is of great significance to construct a new media advertising communication strategy combined with social psychology. The new media advertising communication strategy needs to be optimized in combination with social psychology, which not only helps enterprises, businesses and other advertising investors to achieve sustainable development in the fierce market, but also promotes consumers to efficiently obtain commodity information and buy goods that satisfy themselves in a short time. At present, scholars at home and abroad believe that the combination of social psychology in new media advertising communication can not only promote the embodiment of individual value in society, but also promote businesses to publicize and sell products according to human psychology.

Objective: Explore the new media advertising communication scheme combined with social psychology, and analyze the impact of the introduction of social psychology on the new media advertising communication, in order to provide new development ideas for the new media advertising communication.

Research objects and methods: Through a self-made questionnaire to analyze the impact of social psychology on the communication of new media advertising before and after the introduction of social psychology, 100 residents were selected and divided into control group and experimental group according to the random grouping method, with 50 people in each group. The investigation includes three aspects: the rational choice of media forms, giving full play to the role of media and the effective utilization of resources. The investigation cycle is 3 months.

Methods: Through PageRank Data mining Algorithm, this paper analyzes the impact of social psychology on new media advertising communication before and after the introduction of social psychology. The research object is 100 residents. The influence content includes three aspects: the rational choice of media forms, giving full play to the role of media and the effective utilization of resources. The experimental cycle is 3 months.

Results: This study analyzes the impact of social psychology on new media advertising communication through Excel data analysis software. In order to ensure the credibility of the research results, the subjects selected in the study are residents of different ages, genders and occupations. The impact result quantifies the impact degree through five levels of 1-5. 1 indicates no impact, 2 indicates slight impact, 3 indicates impact, 4 indicates obvious impact and 5 indicates serious impact. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of the research object is selected and the data after rounding is taken as the final result.

Table 1. The effect of social psychology on new media advertising communication before and after its introduction

Category	Before	After 1 week	After 3 weeks	After 6 weeks	After 12 weeks
Resource utilization	2	2	2	4	5
Media role	1	1	2	3	4
Media selection characteristics	2	2	3	3	5

Conclusions: The new media advertising communication scheme combined with social psychology constructed by the Institute has strong implementation value. The scheme can not only make a rational choice of media forms, but also make full use of resources. The scheme can be applied to new media advertising communication in the future.

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THE OPERATION AND MANAGEMENT OF STADIUMS AND GYMNASIUMS BASED ON THE INFLUENCE OF CONSUMER PSYCHOLOGY