

embodiment strategy in modern advertising design, using SPSS24.0 for data difference analysis.

**Results:** The differences of anxiety scores of mild anxiety group, moderate anxiety group and severe anxiety group before and after strategic intervention are shown in Table 1. Table 1 shows that under the influence of the embodiment strategy of aesthetic elements in modern advertising design, the psychological anxiety scores of participants in each group were significantly reduced, and the test found that the difference in anxiety scores before and after the intervention was statistically significant ( $P < 0.05$ ).

**Table 1.** Anxiety changes of residents with different anxiety levels before and after intervention

Project	Mild anxiety	Moderate anxiety	Severe anxiety
Before intervention	45.57±1.71	59.12±2.01	68.45±2.77
After intervention	32.36±1.26	37.06±1.44	38.16±1.51
<i>P</i>	<0.05	<0.05	<0.05

**Conclusions:** Under the premise of promoting the improvement of people's quality of life, social development also increases people's life pressure. At the same time, it is only the growing psychological anxiety of social groups. Aiming at the psychological anxiety of social residents, this paper puts forward to alleviate the psychological anxiety through the embodiment of aesthetic elements in modern advertising design. Through expert interviews, formulate the embodiment strategy of aesthetic elements, and apply the strategy to the resident test. It is found that after the aesthetic elements of modern advertising design are fully reflected, the psychological anxiety score of the testers shows a significant reduction. Therefore, in order to promote the harmonious development of society, aiming at the psychological anxiety of social groups, we can alleviate the psychological anxiety of the audience by optimizing the advertising design and using the communication effect of advertising.

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## RESEARCH ON THE INFLUENCE OF THE APPLICATION OF INTERNET OF THINGS INFORMATION IMAGE PROCESSING TECHNOLOGY ON THE ANXIETY OF CONSTRUCTION WORKERS

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**Background:** Anxiety disorder is a kind of psychological negative emotion. In psychology, anxiety disorder is defined as psychological anxiety. When individuals have anxiety disorder, they will show obvious emotional and behavioral changes. From the perspective of psychology, the generation of anxiety is the negative emotion produced by individuals under the influence of the environment. The generation of anxiety will also breed individuals to produce depression, anxiety and other emotions, which will seriously hinder individuals' daily life and work. From a large number of psychological studies, we can know that most anxiety emotions in work are affected by many factors, including genetic factors and working environment, in which working environment is considered to be the risk factor of anxiety. Anxiety disorder has always been one of the important mental health problems concerned by all sectors of society. In psychology, the treatment of anxiety disorder is usually hypnosis or verbal stimulation. However, the research also points out that although hypnosis and verbal motivation are more effective treatment methods for anxiety disorders at present, the specific effects of hypnosis and verbal motivation do not have long-term effectiveness for workers in different industries. Therefore, how to effectively alleviate the anxiety of social employees in social development is of great significance.

In social development, the development of the construction industry on the one hand promotes the development of the national economy, on the other hand increases the work pressure of construction workers, resulting in construction workers' anxiety. In the construction process, the emotional anxiety of construction personnel is mainly manifested in the lack of sense of security, inattention and lack of self-confidence. Under the influence of anxiety, the lack of sense of security of construction personnel leads to the inability of construction personnel to concentrate on their work. The consequence of inattention is the detailed loopholes in the construction process, which reduces the project quality. The lack of self-confidence will lead to the inability of construction personnel to carry out construction work normally and reduce the efficiency of project construction. With the development of society, information technology also shows a rapid development speed. At the same time, with the in-depth research of 5G technology, the

Internet of things is gradually reflected in people's daily life. In order to reduce the working pressure of personnel in construction, some studies have proposed to apply the Internet of things information and image processing technology to construction. On the one hand, it is to reduce the workload of construction personnel through the convenient technology of Internet of things, and on the other hand, it is to improve the construction safety psychology of construction personnel through Internet of things image recognition. However, from the perspective of psychology, the impact mechanism of Internet of things information and image processing technology on construction workers' anxiety disorder is unknown. Therefore, for the purpose of alleviating construction workers' anxiety disorder, this study analyzes the impact of the application of Internet of things information and image processing technology on anxiety disorder.

**Objective:** The relief of anxiety disorder of construction workers is of great significance to the development of the construction industry. Therefore, the research explores the current situation of anxiety disorder of construction workers, analyzes the application status of Internet of things information image processing technology in construction, and explores the impact of the application of Internet of things information image processing technology in construction on the anxiety psychology of construction workers.

**Subjects and methods:** Taking the constructors in a construction project as the research object, 80 constructors were randomly selected, and the anxiety of constructors before the construction project was obtained by using the Self-rating Anxiety Scale. At the same time, with the consent of the project leader, inspect the application equipment of Internet of things information and image processing technology in the project construction, understand the application status of Internet of things information and image processing technology in the process of construction project, and evaluate the anxiety score changes caused by the use of Internet of things application equipment by construction personnel. Adopt SPSS24.0 software to statistically analyze the personnel film score in the construction process, and test the significance of the data difference.

**Results:** The changes of anxiety scores of 80 construction workers are shown in Table 1. It can be seen that due to the long-term application of Internet of things information and image processing technology in construction, the anxiety scores of construction workers continue to decline, and the comparison with the average anxiety scores of construction workers shows that the score results obtained in this study are significantly lower than the average value.

**Table 1.** Changes of anxiety psychology of construction workers

Project	1 month	3 months	End
This study	65.57±1.71	59.12±2.01	48.45±2.77
Average value	67.36±1.26	65.06±1.44	60.16±1.51
<i>P</i>	>0.05	<0.05	<0.05

**Conclusions:** The construction industry is an important pillar of China's economic development, so it is of great significance to improve the quality of construction. In the research, the application status of Internet of things information image processing technology in construction projects is analyzed, and the anxiety of construction workers in the application of Internet of things information image processing technology is evaluated. The results show that with the long-term use of Internet of things information and image processing technology, the anxiety score of construction workers begins to be gradually lower than the average value of anxiety in construction, and the anxiety performance of construction workers is also decreasing. Therefore, in order to promote economic development and improve the work quality of the construction industry, under the background of information technology, it is necessary to improve the use frequency of new equipment of construction personnel to reduce their anxiety.

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## ANALYSIS ON PSYCHOLOGICAL PROBLEMS AND SOLUTIONS OF TRADITIONAL ART DESIGN AND MODERN ART TEACHING MODE

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**Background:** College students have high psychological pressure and poor psychological quality, so they