

Objective: Understand the reading psychology of college students and the interior design of the library. According to the reading needs and psychology of students, from the perspective of design psychology, the interior design of the university library is carried out to meet the basic functional needs on the basis of people-oriented, so that students feel respected, the space environment is comfortable, the lighting should be soft and not dazzling, and the space color matching is reasonable, which meets the physiological needs of vision, hearing, etc. Psychological needs enable students to feel relaxed physically and mentally, produce a sense of security and belonging, and students can calm down and read books. Reflect the characteristics of campus culture and traditional culture, let students get cultural experience, stimulate students' interest in reading, and let students sink into the ocean of knowledge.

Subjects and methods: The research objects are college students. 350 college students are randomly selected from a university. The selection criteria of the research objects are age, gender, major, grade and family background. Understand the reading psychology of college students and the interior design of the library, use the knowledge of design psychology to carry out the interior design of the library, record the relevant data of the students after the interior design of the library, study the reading psychology scoring of the students after the interior design of the library, and use S-PLUS software to process the relevant data. The scoring method is grade 1-5. The higher the score, the heavier the score.

Results: Many college students like to read in the library. Some students like to be alone because of their quiet personality. This will make them feel safe. Some students want to learn more because of their strong thirst for knowledge. By applying the knowledge of design psychology to the interior design of the library, the students have gained a higher sense of security and more relaxed physically and mentally. The female college students' sense of security score is 4.75. The results are shown in Table 1.

Table 1. Reading psychological scores of students of different genders

Gender	Sense of security	Sense of belonging	Thirst for knowledge
Female	4.64	4.51	4.62
Male	4.75	4.68	4.45

Conclusions: Design psychology is a branch of psychology. Design psychology combines psychology, design art, aesthetics and other disciplines. When designing, it will analyze users' attention, perception and memory from the perspective of users, and carry out targeted design according to the characteristics of these three aspects. Nowadays, the reading psychology of college students is mainly divided into four types, namely, safety demand, comfort demand, knowledge demand and communication demand. When the library carries out the interior design, it needs to comply with the students' reading psychology. From the perspective of design psychology, the library interior design should meet the basic functional needs on the basis of people-oriented, so that the students feel respected, the space environment is comfortable, and the lighting should be soft and not dazzling. The space color collocation is reasonable, so that students feel relaxed physically and mentally, have a sense of security and belonging, and meet students' reading psychology.

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UNIVERSITY FINANCIAL MANAGEMENT BASED ON BIG DATA TECHNOLOGY ALLEVIATES THE NEGATIVE PSYCHOLOGY OF ACCOUNTING WORKERS

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Background: Negative psychology is a kind of negative emotional reaction, which will cause certain damage to the individual's body and mind, make the individual's life become depressed and decadent, reduce the individual's curiosity about the things around, and make the individual feel that the things in life are boring. Individuals with negative psychology avoid socializing, do not want to have too much contact with others, like to be alone, and will have a rejection psychology towards places with a large number of people, and will unconsciously feel bored. Negative psychology will also have a negative impact on the individual's study and work, making the individual's enthusiasm for study and work decline, and the learning efficiency and work efficiency are low. When an individual has negative psychology, depression and irritability will make others subconsciously away from him, resulting in an isolated situation. The causes of negative psychology are related to the individual's personality and the surrounding environment. Individuals

with extreme personality are more likely to have negative psychology, and complex tasks are also easy to lead to different degrees of negative psychology. Nowadays, in colleges and universities, financial management is facing some difficulties. Financial management and other departments are independent information systems. The data between these departments have separate databases. There is no channel for information sharing between the databases. There is an information island phenomenon, which increases the workload of accounting workers, and is easy to lead to anxiety and anxiety of accounting workers, which is not conducive to accurate financial accounting. This data management method of the financial management department has great difficulty in calculating the relevant education costs, which is difficult to measure accurately. It is difficult to accurately evaluate the performance of the teaching staff, and there are great difficulties in collecting performance data. If the performance cannot be accurately evaluated, it will not only attack the enthusiasm of the teaching staff, but also bring a great psychological burden to the accounting workers, making it difficult for the accounting workers to carry out their work. It is easy to cause the negative psychology of the accounting workers, which will affect their work efficiency and reduce their work enthusiasm. Let them have a certain exclusion and resistance to accounting work. The emergence of big data technology has brought opportunities for change to the work of the financial management department. All quantifiable functions can just solve the problem of information island of the financial management department, provide information sharing channels for all departments of the school, help reduce the workload of relevant workers, and help the normal and effective performance appraisal of financial management. Therefore, the article applies big data technology in financial management to study its relieving effect on the negative psychology of accounting workers.

Objective: To understand the existing problems of financial management in colleges and universities and the psychological status of accountants, and to analyze the reasons for the negative psychology of accountants. Aiming at the negative psychology of accountants, this paper puts forward the reform strategy of financial management, applies big data technology to financial management, integrates some scattered and valuable financial data, promotes the efficient management of financial data, improves the work efficiency of accountants, reduces some complicated workload, and enables accountants to feel the convenience provided by big data technology, while alleviating their negative psychology, improve the enthusiasm of work. Big data technology can deeply process the data, further interpret the data, make full use of the data, promote the management of relevant departments by managers, help to further alleviate the negative psychology of accounting workers, and enable them to have a clearer understanding of their work.

Subjects and methods: 42 university accounting workers were randomly selected as the research objects. The selection criteria of the research objects were region, school, age, gender and income, to understand their current working state, psychological state and the current situation of school financial management, and to analyze the reasons for their negative psychology. Apply big data technology to financial management, record the relevant data of accountants after the innovation of financial management mode, study the negative psychological scores of accountants after the innovation of financial management, use S-PLUS software to process the relevant data, and use the Positive Affect and Negative Affect Scale (PANAS), the scoring method is grade 1-5.

Results: Influenced by personal character and working environment, many accounting workers have negative psychology. Facing the complicated work content, their enthusiasm is significantly reduced. By applying big data technology to financial management and innovating the previous financial management mode, the work efficiency of accountants has been significantly improved, their work enthusiasm has been improved, their negative psychology has been gradually relieved, and their work appearance is full. The accounting manager's energetic score is 4.61, and the results are shown in Table 1.

Table 1. Psychological state scores of different accountants

Accountant	Energetic	Nervous	Exasperated
Accounting Manager	4.61	2.08	1.69
General accountant	4.58	1.64	1.35

Conclusions: In colleges and universities, financial management is facing some problems. Information between different departments cannot be shared. Information islands increase the workload of accounting workers, which is easy to lead to irritability and anxiety of accounting workers, which is not conducive to accurate financial accounting. It is difficult to accurately evaluate the performance of teaching staff, and there are great difficulties in collecting performance data. If the performance cannot be accurately evaluated, it will not only attack the enthusiasm of teaching staff, but also bring a great psychological burden to accounting workers. Through the introduction of big data technology, the financial management mode is innovated to promote the efficient management of financial data, improve the work efficiency of

accountants, reduce some complicated workload, alleviate the negative psychology of accountants and make them work more actively.

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ANALYSIS ON THE INFLUENCE OF COLLEGE TENNIS TRAINING ON THE CULTIVATION OF COLLEGE STUDENTS' PERSONALITY PSYCHOLOGY

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Background: In the training of college students, college students should not only have high professional level, but also have good psychological quality and healthy personality. Personality includes many aspects, such as individual character, temperament, moral quality and so on. Individuals with healthy personality need to have good self-control ability, have a good overall mental outlook, have a stable state of mind, be calm in case of trouble, and be able to face difficulties in life, study and work positively and bravely. When getting along with others, he will have self-esteem and self-confidence, be modest and kind, promise others' things, complete them on time and according to quality, do not break his promise, and have a strong sense of responsibility. Individuals also need to know self-examination and improve themselves through self-examination. In the actual process of education, the focus of teaching is on the teaching of professional knowledge, and less investment is made in the cultivation of students' personality psychology. College students generally have some personality defects and poor psychological quality. Some students muddle along in school. Apart from attending classes, they stay in their dormitories, indulge in the Internet world, have no lofty ideals, and are at a loss about the future development direction. Some female students spend a lot of time chasing dramas and stars, do not care about current affairs and news, lack basic common sense, advocate hedonism, fear hardship, have weak psychological tolerance, are prone to anxiety and anxiety, and their emotions are prone to fluctuations. Schools need to take measures to intervene students' mental health problems and help them build a healthy personality. Tennis sports training, as a form of sports, can not only strengthen the body and improve the physical quality of individuals, but also provide individuals with a way to communicate and cooperate with others, so that individuals can learn to get along with others in this group sport and cultivate the spirit of mutual help. Compared with football, tennis is a gentlemanly sport without collision, which is conducive to the cultivation of individual temperament. Tennis sports training can also let individuals' negative emotions be vented, making individuals more healthy and positive. Therefore, the article applies tennis sports training to the cultivation of college students' personality psychology, and analyzes its impact on college students, in order to improve students' psychological quality and have a healthy personality.

Objective: Analyze the psychological state and personality status of college students at the present stage, and understand the reasons for their formation. According to the current situation of students, provide tennis sports training methods, let students with mental health problems and personality defects carry out tennis sports training, let students cultivate healthy personality, temper willpower, give play to their subjective initiative, let them learn to get along with other students, and finally enhance their comprehensive ability to form a healthy personality.

Subjects and methods: 114 college students were randomly selected from a certain school as the research objects to master their psychological state and personality status. These students were divided into physical education teaching group and tennis sports training group. The number of students in both groups was 57. During the teaching period, the physical education teaching group will receive normal physical education teaching, and the tennis physical training group will receive tennis physical training teaching. There will be two classes a week, one class for 90 minutes, and the teaching time is one semester. During the teaching period, students' relevant data were recorded, and statistical software was used to analyze the data to study the impact of tennis sports training on the cultivation of college students' personality and psychology. SCL-90 symptom self-assessment scale was used to score students' mental health problems. The higher the score, the more serious the symptoms.