

## CONSTRUCTION AND APPLICATION OF ANXIETY PSYCHOLOGICAL EFFECT MODEL IN HUMANIZED ONLINE SHOPPING GUIDE SYSTEM

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It has a strong psychological application value to express the psychological effect of anxiety through the embodiment of color. There are many kinds of psychological effects, among which color and its combination will also produce different psychological effects. The psychological effect principle of color can be applied to many aspects of people's life. Due to the accumulation of Shanghai volume data information on various e-commerce platforms, the shopping guide system is facing huge data pressure. In order to ensure that the system can respond to users quickly, the shopping guide system needs to have the computing ability to process big data. At present, with the progress of Hadoop ecosystem technology, there are more and more frameworks with supercomputing power. This paper studies the construction and application of the psychological effect model of color anxiety in the humanized online shopping guide system, in order to improve the reference application value of this study.

**Key words:** anxiety psychological effect - shopping guide system - Internet

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## FUNCTIONAL LOCALIZATION OF PANIC PSYCHOLOGICAL TEST BASED ON FUNCTIONAL MAGNETIC RESONANCE LIE DETECTION

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Functional magnetic resonance imaging (fMRI) explores psychological and panic activities by detecting blood oxygen level dependent (BOLD) signals. The study of emotional function is an important technology in neuroscience and neuropsychiatry. There are still many important neural activities in static psychology. There is still uninterrupted information transmission between different emotions, forming functional connections, so as to form an emotional network. Human psychology has two separate parts to deal with doubt. The second part "starts" only when interacting with people you don't trust, just like a lie detector. In this paper, functional magnetic resonance imaging (fMRI) was used to study the panic psychology and emotional function of lie detection. In this study, volunteers were connected to a magnetic resonance imaging scanner. The results of their fear processing psychology show that they are very active.

**Key words:** magnetic resonance - brain location - blood oxygen level - panic psychology

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## ANALYSIS ON THE RELATIONSHIP BETWEEN MENTAL DISORDER TRAINING AND EMOTIONAL THINKING IN LITERATURE TEACHING

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It is the fundamental task of current education to cultivate excellent successors with healthy belief in mental disorders, excellent talents and cultural self-confidence for the development of socialist cause. In order to accomplish this task, we must strengthen the control of different psychological emotions. Therefore, it is imperative to implement different psychological and emotional teaching in Chinese literature teaching. The research points out that when teaching "ancient Chinese Literature", teachers should aim at implementing the tasks of moral construction and educating people, so as to enhance students' psychological self-confidence. Adopt the strategies of spiritual training, balance the relationship between knowledge teaching and thinking and emotion teaching, tap teaching resources, face reality and innovate teaching methods. Promote students to form cultural psychological self-confidence under cultural infiltration, and enhance national consciousness and national pride.

**Key words:** innovative thinking - emotional teaching - emotional thinking - mental disorder

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## EMOTIONAL EXPRESSION OF CITY IMAGE PUBLICITY FILMS IN DIFFERENT PUBLIC PSYCHOLOGICAL FEELINGS

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With the development of the Internet age, the distance between cities is getting closer and closer. The concept of network marketing is also gradually established. City image publicity film has become an expression form to show the characteristics of the city, and also represents the soft power of the city. Integrate psychological and emotional expressionism into urban image films, make full use of the psychological feeling characteristics of different vision, and improve the competitiveness of urban development. Based on Roland Barthes' semiotic theory, this paper mainly studies the application of traditional psychological feeling in urban publicity design in visual context. This paper analyzes the application significance and value of traditional visual symbols from two aspects: external modeling language and internal meaning. This paper discusses the innovative embodiment of different psychological feelings in modern advertising design in different public contexts, so as to enhance its connotation and application value.

**Key words:** visual context - publicity design - urban development - psychology

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## INTERNATIONAL TALENT INCENTIVE MODEL FROM THE PERSPECTIVE OF DIFFERENT EXPRESSION OF SPIRITUAL SENSITIVITY

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With the accelerated development of society, the demand for high skilled talents is also higher and higher. At present, many enterprises have high skilled talents, but due to the lack of effective spiritual incentive model, there are many problems in the incentive of high skilled talents. Innovative talents are the backbone of enterprise innovation activities and play an important role in ensuring the sustainable and effective innovation of enterprises. Innovative human capital is different from general human capital. It has timeliness, scarcity and heterogeneity. This determines that the traditional human resource management is not suitable for enterprise talent management, which also challenges our previous general psychological incentive theory. This paper studies the incentive model of international talents from the perspective of comparative psychology, and discusses the talent incentive problem under the comparative model.

**Key words:** comparative psychology - resource management - international talents - expression of spiritual sensitivity

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## STUDENTS' ACHIEVEMENT MOTIVATION, JOB SELECTION EFFICACY AND EMPLOYABILITY RELATED TOPERSONAL EMOTION AND BEHAVIOR

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The research on career decision-making self-efficacy is increasing at home and abroad, which provides a theoretical reference for job hunting and career guidance. However, there are few studies on career decision-making self-efficacy specifically for students, especially in the face of the severe employment situation caused by the large-scale expansion of undergraduate and graduate students in China. Therefore, it is inevitable to carry out this research. There is a significant positive correlation between the job selection efficacy and the level of achievement motivation and the motivation to pursue success, and there is a significant negative correlation between the job selection efficacy and the motivation to avoid failure. The job selection efficacy of fresh graduates from private colleges and universities is related to various factors of mental health to varying degrees. The achievement motivation and mental health status of fresh graduates of private colleges and universities can predict their job selection efficacy. This study