major itself. Therefore, the teaching reform mode of hotel management major combined with the content of college students' cognitive impairment intervention has become the research goals. The experimental results show that the reformed teaching mode is effective in intervening college students with cognitive impairment. The MMSE evaluation shows that their condition has been significantly relieved compared to before receiving the teaching, and it is also better than the control group who adopted traditional teaching.

* * * * *

RESEARCH ON THE INFLUENCE OF COLLEGE INNOVATION AND ENTREPRENEURSHIP TRAINING ON STUDENTS' PERSONALITY DISORDER FROM THE PERSPECTIVE OF NEW MEDIA

Linlin Li

School of Petroleum Engineering, Northeast Petroleum University, Daqing 163318, China

Background: With the rapid development of Internet technology, various new media (Wechat, Tiktok, microblog, etc.) came into being. New media refers to the media based on digital technology and using the network as the carrier for information transmission, including network new media, mobile new media, digital media, etc., with the characteristics of data, interaction, virtualization, hypertext, networking and simulation. In the context of new media, colleges and universities, as the main position for cultivating innovative and entrepreneurial talents, new media provides a new development path for innovation and entrepreneurship education in colleges and universities. The traditional innovation and entrepreneurship education mode focuses on theoretical learning and computer simulation practice, the teaching form is fixed, the theory is divorced from the practice of real entrepreneurship projects, and it is difficult to adapt to the industry trend of network digital economy. With the support of new media, innovation and entrepreneurship education can integrate internal and external resources and carry out online classroom teaching, so that students can learn theoretical knowledge at any time in the process of practice and organically combine theory and practice. At the same time, new media can provide students with a platform for practice, so that students can use the characteristics of various new media platforms to carry out their own innovation and entrepreneurship project activities. Personality disorder refers to an obvious deviation from normal and deep-rooted behavior, which has the nature of maladjustment.

Personality disorder begins in childhood, adolescence or early adulthood and continues throughout life. From a biological point of view, personality disorder is affected by genetic factors, and the incidence of the disease is higher in the relatives of patients with personality disorder from the perspective of psychological development, the experience of bad childhood life, such as major mental stimulation and life setbacks, will have a negative impact on the formation of individual personality and lead to the imperfect development of individual personality. From the analysis of environmental factors, dealing with friends with conduct disorders, watching pornographic, murderous and other films and novels, and unhealthy tendencies in society will have a negative effect on the formation of personality. The clinical manifestations of patients with personality disorders are mainly emotional and behavioral abnormalities, and they are unable to have a correct self-awareness of themselves. Therefore, they are often frustrated by behaviors that deviate from social norms in interpersonal communication, work, study and emotional communication. Some anti-social personality disorders may even have aggressive behaviors that harm others and society. At present, the treatment for patients with personality disorder is mainly to help patients find a life path to reduce conflict, so as to prevent them from contracting bad behaviors such as substance abuse and alcohol abuse and falling into abnormal interpersonal relationships. Because personality disorder is defined as a lifelong persistent state, the treatment effect is limited and the prognosis of patients is poor. However, according to the clinical effect, patients with personality disorder can reduce their symptoms in some ways.

Objective: The purpose of the research is to take new media as the teaching medium, improve the traditional innovation and entrepreneurship education mode, analyze whether the implementation of innovation and entrepreneurship education for students with personality disorder in colleges and universities from the perspective of new media helps to reduce their psychological state of frustration and conflict, and hope to provide conflict reducing teaching environment for patients with personality disorder and help them find their own entrepreneurial path.

Subjects and methods: The students with personality disorder in a university were divided into experimental group and control group. The students in the experimental group accepted the innovation and entrepreneurship education mode under the new media environment and carried out entrepreneurship practice on the new media platform. The students in the control group accepted the traditional innovation

and entrepreneurship education mode and carried out entrepreneurship practice in reality. The innovation and entrepreneurship education time of the two groups was unified for 3 months. By comparing the self-esteem, self-esteem and Self-acceptance and mental health status to evaluate whether the new media teaching model can help reduce the symptoms of patients with personality disorder. Finally, all the data were processed with SPSS23.0.

Results: As shown in the table, the scores of self-acceptance, self-esteem and various factors in the experimental group were higher than those in the control group, and the scores of mental health were lower than those in the control group. There were statistical differences in self-evaluation factors, self-esteem, mental health, total scores of self-acceptance and self-acceptance factors ($P < 0.05$). This shows that students with personality disorder can alleviate the symptoms of personality disorder to a certain extent by receiving new media innovation and entrepreneurship education.

Table 1. Scale scores of experimental group and control group

	Experience group M±SD	Control group M±SD	P
Self-acceptance factor	24.21±1.784	19.70±3.783	0.03
Self-esteem	26.67±2.947	23.37±5.312	0.02
Self-evaluation	20.69±2.132	18.87±3.614	0.04
Total score of self-acceptance	44.89±2.786	39.28±6.508	0.02
Mental health	102.74±6.853	158.27±26.158	0.03

Conclusions: Thanks to the virtuality, networking and simulation of new media, carrying out innovation and entrepreneurship education from the perspective of new media can greatly avoid the plight of patients with personality disorder who cannot integrate into real and normal life and stay away from the places and interpersonal relationships that cause conflict psychology. At the same time, with the development of digital economy, new media provides a variety of platforms for patients with personality disorder, Innovation and entrepreneurship education can help them develop new media work skills.

* * * * *

INTERVENTION MECHANISM OF DESIGN PSYCHOLOGY ON USERS' NEGATIVE EMOTIONS IN ENVIRONMENTAL ART DESIGN

Zhou lv

Hunan Vocational College of Science and Technology, Changsha 410004, China

Background: Based on psychology, design psychology embodies people's psychological state and psychological needs through the works created by design. It studies the psychological state of designers in design creation and the psychological response of designed works to society or individuals, and acts on the design in turn, so that the works can reflect and meet people's psychological needs. Environmental art design refers to the space design including the interior and exterior of the building. Through the design and planning of the architectural space environment, the space has a certain atmosphere and style, so as to meet people's functional and aesthetic needs. The organic combination of the theoretical knowledge of design psychology and the specific practice of environmental design is to apply the psychological response of users under the action of the appearance environment to the works of environmental design, so as to establish a benign relationship between designers and consumers and help designers design products that satisfy consumers.

In the post epidemic era, contemporary people will have anxiety more or less in the face of increasing employment pressure, school entrance pressure and sudden virus infection. Anxiety refers to the tension, anxiety, anxiety and other complex emotions caused by people's excessive worry about things. This emotion is related to critical situations and unpredictable events. It itself is the normal emotional reflection of human beings facing things. Appropriate anxiety can guide people to take measures in advance to prevent the deterioration trend of things in the future, but excessive and persistent anxiety will lead to emotional or physiological diseases. Anxiety is often manifested as mental anxiety, that is, excessive and lasting anxiety about daily chores, somatic anxiety, that is, abnormal autonomic nerve function, and motor anxiety, that is, muscle tremor, restlessness and other symptoms in sports, which can be treated by drug and psychological