them, tolerance is an important moral norm actively advocated by Confucianism. It is the main content of Confucian benevolence thought, including rich spiritual quality and content. Integrating Confucianism into the content of mental health treatment is conducive to cultivate a harmonious doctor-patient relationship and promote the positive development of modern people's psychology. Therefore, it is necessary to create a good environment for learning Confucian tolerance, strive to improve the understanding of Confucian tolerance, and strengthen the practice of combining Confucian tolerance with mental health treatment.

Objective: In order to effectively improve the mental health problems of modern people, this paper studies the impact of Confucian tolerance on modern people's psychology, aiming to give modern people good psychological construction through Confucian tolerance, so as to comprehensively ensure the healthy development of modern people's psychology.

Subjects and methods: 300 citizens in our city were randomly divided into control group and experimental group, with 150 in each group. Combined with the Symptom Checklist 90 (SCL-90), the mental health status of citizens was measured. The higher the score of the scale, the more serious the psychological problems of residents. The control group did not take intervention measures, and the experimental group was intervened by Confucian tolerance. Then, the mental health changes of the two groups of citizens were compared and analyzed.

Methods: Use Excel software and SPSS22.0 software for data statistics and analysis.

Results: Table 1 shows the changes of mental health of the two groups of citizens. As shown in Table 1, compared with the control group, the SCL-90 score of the experimental group with Confucian intervention is lower, and the mental health status of the two groups is statistically different ($P < 0.05$).

Table 1. Mental health changes of citizens in the two groups

Project	Control group (n=150)	Experience group (n=150)	P
Somatization	3.44	1.01	<0.05
Obsession	2.26	1.10	<0.05
Sensitive	2.18	1.15	<0.05
Depressed	3.63	1.12	<0.05
Anxious	2.59	1.03	<0.05
Hostile	3.39	1.01	<0.05
Fear	3.44	1.10	<0.05
Paranoid	2.26	1.15	<0.05
Psychotic	2.18	1.12	<0.05
Ad-items	3.63	1.03	<0.05

Conclusions: In order to effectively improve the mental health of modern people, this paper studies the impact of Confucian tolerance on modern people's psychology. The results showed that compared with the control group, the experimental group with Confucian intervention had a lower SCL-90 score. This shows that Confucian tolerance can give modern people good psychological construction, so as to comprehensively ensure the healthy development of modern people's psychology.

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RESEARCH ON THE INFLUENCING FACTORS OF SOCIAL MEDIA USERS' ANXIETY ON ONLINE SHOPPING EMOTION

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Background: According to the abnormal situation of anxiety, it can be divided into realistic anxiety and pathological anxiety. The former can be produced by everyone, and the latter belongs to the clinical manifestation of mental illness. Individual realistic anxiety is a response to real potential threats. It will become more anxious according to the increase of the degree of real threats, and this anxiety will gradually disappear with the disappearance of real potential threats. However, individuals with pathological anxiety have no reason for anxiety. This anxiety state usually lasts for a long time and is not easy to eliminate, and will follow other clinical characteristics, such as autonomic nerve dysfunction, impairment of social function and so on. Some scholars have pointed out that as a negative emotion, anxiety can progress from

light to heavy. Anxiety is a kind of mild anxiety, and extreme fear is a kind of severe anxiety. At present, there are three main types of user anxiety research, computer, information and technology, while social media user anxiety is less involved. The first three anxiety scenarios are the workplace, while social media users' anxiety is mainly generated in their daily life, and its main purpose is to experience happiness and happiness. The causes of social media anxiety are the result of the comprehensive action of many influencing factors, such as user personality traits, information factors and social factors. Users with anxiety of social media users will have negative emotions such as tension and irritability during the use of social media, as well as a sense of physical oppression. Relevant studies have found that when the use time of social media increases, it will increase the possibility of online violence and increase the possibility of user anxiety. When users are not familiar with the operation process of social media, they will also have anxiety. When users have high expectations for social media, but the actual effect is far from expectations, users will also have negative emotions such as anxiety and burnout. Due to the freedom of speech of social media, there will be some bad social communication, which will aggravate users' anxiety and make users feel isolated and excluded. From the perspective of information, social media updates information in real time and spreads it widely, which will bring information compulsion to users, make users feel physical and mental oppression in the process of searching information, and cause anxiety.

The development of the Internet has driven the rapid development of e-commerce. Many people choose to buy their favorite products online. Users' online shopping behavior and online shopping emotion are affected by many aspects, mainly divided into subjective factors and objective factors. Subjective factors are consumers' individual characteristics and psychological characteristics. Individual characteristics such as consumers' age and income will affect users' online shopping behavior and emotion. Individual psychological characteristics such as consumers' online shopping experience and risk preference will affect users' online shopping behavior and emotion. The objective factors affecting online shopping are the characteristics and service factors of online shopping goods. For example, when online shopping, consumers will consider the safety of online shopping goods, and users will prefer goods with security.

Objective: To understand the current situation and causes of social media users' anxiety, analyze the performance and influencing factors affecting online shopping emotion, and study the impact of social media users' anxiety on online shopping emotion and behavior, so as to obtain the possibility of different users choosing online shopping behavior to vent their social media anxiety.

Subjects and methods: The research objects were social personages. 350 social personages using social media were randomly selected from three large shopping malls. These social personages came from different ages, occupations and educational backgrounds. Understand the use of social media, their views on social media and how they alleviate the anxiety of social media users, analyze the impact of anxiety of different social media users on online shopping emotion and behavior, and adopt fuzzy evaluation method. The scoring method is grade 1-5. The higher the score, the heavier the score. The data processing software is Excel software and SAS software.

Results: In recent years, more and more users have registered in social media, and people freely express their ideas on social media. However, due to user personality traits, information factors and social factors, users have varying degrees of anxiety, which will affect users' online shopping emotion and their online shopping behavior. Compared with men with high school education, women with high school education are more likely to vent their anxiety through online shopping. The impact score is 4. The results are shown in Table 1.

Table 1. Influence of social media user anxiety on online shopping emotion of people with different educational background

Education	Gender	Online shopping mood
High school education	Male	3
	Female	4
Bachelor degree	Male	2
	Female	3

Conclusions: With the rapid development of social media, users have different degrees of anxiety because they don't know how to use social software or suffer from online violence. Some users will avoid behavior, such as deleting social software to eliminate their anxiety. Some users will vent their negative emotions through online shopping to alleviate their anxiety. Among them, compared with men, women's online shopping mood will be more vulnerable to social media anxiety.

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THE INFLUENCE OF COORDINATED DEVELOPMENT OF RURAL TOURISM MANAGEMENT AND ECOLOGICAL CIVILIZATION CONSTRUCTION ON VILLAGERS' EMOTIONAL DISORDER

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Background: In recent years, China has put forward the concept of targeted poverty alleviation and launched rural tourism to promote rural economic development and stimulate tourism consumption, so as to achieve common prosperity and achieve an all-around well-off society. Therefore, rural tourism has become one of the ways to achieve targeted poverty alleviation. It is also an important measure to promote rural development and improve the income of poor farmers. China's rural vacation tourism has just started, so there are still many problems in the development process, resulting in the poor development of rural tourism in some areas. In this context, the income of some villagers has declined, and they have been in the mood of anxiety and depression for a long time, so they suffer from emotional disorders. Affective disorder, also known as bi-directional disorder, is a common mental disorder with the characteristics of mania and depression. It may occur in any period of time. The clinical manifestations of affective disorder are more complex, and the patients' emotions fluctuate, accompanied by symptoms such as distraction, rashness, exaggeration, running away from thinking, less sleep, more speech and so on. In addition, mental symptoms such as anxiety disorder, obsessive-compulsive disorder, money abuse and victim delusion are also common in patients with affective disorders. Mental disorders not only bring heavy economic burden to the patient's family, but also easily lead to social security problems and affect social harmony and stability. Therefore, we need to find a way to improve the income of villagers and alleviate the anxiety of villagers, so as to avoid villagers suffering from emotional disorders.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, the research analyzes the needs of consumers in rural tourism, and then puts forward the coordinated development and construction mode of rural tourism management and ecological civilization construction, so as to promote the development of local rural tourism, improve the income of villagers, alleviate the anxiety of villagers and treat the emotional disorders of villagers.

Objective: China's rural vacation tourism has just started, so there are still many problems in the development process, resulting in the poor development of rural tourism in some areas. The income of some villagers has declined, and they have been worried and depressed for a long time, so they have suffered from emotional disorders. Based on consumer psychology, the research puts forward the coordinated development and construction mode of rural tourism management and ecological civilization construction, so as to promote the development of local rural tourism, improve the income of villagers, alleviate the anxiety of villagers and treat the emotional disorders of villagers.

Subjects and methods: Four villages developing rural tourism were selected from province a, and 10 villagers with affective disorder were selected from each village for research. Self rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the anxiety level of the subjects. The monthly income of villagers is used to evaluate the effect of the development model.

Study design: Four villages were randomly divided into study group and control group, with 20 people in each group. Among them, the research group adopts the coordinated development mode of rural tourism management and ecological civilization construction for rural tourism construction, while the control group adopts the traditional development mode for rural tourism construction. After a period of time, the anxiety and monthly income of the two groups of villagers were compared.

Methods: The corresponding data were processed and calculated by software SPSS22.0.

Results: Before the experiment, there was no significant difference in SAS scores between the two groups ($P > 0.05$). After the experiment, the SAS score of the villagers in the study group decreased significantly compared with that before the experiment ($P < 0.05$), while the SAS score of the villagers in the control group had no significant change compared with that before the experiment ($P > 0.05$), and was