

Cognitive-behavioral group teaching on social anxiety disorder of tourism management majors

Zhiling Wang, Tong Li and Rong Luo*

Guizhou University, Guiyang 550025, China

*Corresponding author.

Background. Group Cognitive Behavioral Therapy (GCBT) is the primary psychological treatment for social anxiety disorder. The core concept of Cognitive Behavioral Therapy is manifested in two aspects: cognitive correction and behavioral feedback. Social Anxiety Disorder (SAD) is a chronic mental disorder with a high incidence of negative automatic thinking and negative fear.

Subjects and Methods. This study conducted a controlled experiment between 50 SAD patients and 50 healthy people. Before treatment, 50 SAD patients were surveyed by psychological questionnaires, including social anxiety scale, social support scale, and parenting style questionnaire, to evaluate the thinking style, personality characteristics, and external psychosocial support of SAD patients. After GCBT treatment, SAD patients were again surveyed with a scale and questionnaire within one week to evaluate the degree of symptom improvement and cognitive change. In this study, SPSS23.0 analysis software was used for analysis.

Results. There were significant differences in thinking style, personality characteristics, social support, and parenting style between SAD patients and the control group ($P < 0.05$). Social anxiety ($P = 0.03$), negative thinking ($P = 0.03$), and fear of negation ($P = 0.04$) were significantly lower in GCBT patients after treatment than before treatment.

Conclusions. GCBT treatment can change the symptoms of SAD patients in a long-term and stable manner, which is related to the changes in patients' cognitive habits. GCBT treatment can improve the negative cognition of SAD patients to reduce their symptoms, and increasing subjective social support and reducing paternity rejection can improve the long-term prognosis of patients with social anxiety.

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Optimizing economic management paths on consumer conformity psychology from a psychological perspective

Zheng Ding

Guangdong University of Technology, Guangzhou 510006, China

Background. Conforming consumption refers to the phenomenon that individuals, influenced by the behavior of external groups, exhibit a consumption behavior that conforms to public opinion or the majority in their perception, judgment, and understanding. It is a common phenomenon among most individuals. Blindly following can stifle individual motivation and creativity, so it is necessary to restrain the mentality of consumer conformity.

Subjects and Methods. To study the impact of optimizing economic management paths on consumer conformity psychology from the perspective of consumer psychology, a questionnaire survey was conducted on 60 consumers. According to the survey results, consumers were divided into a control group and a path optimization group. Based on consumer behavior, an analysis of consumer conformity was conducted.

Results. There is a significant difference in the economic management methods between the control group and the path optimization group ($P < 0.05$). The average daily consumption amount of the control group is 110 yuan, while the average daily consumption amount of the path optimization group is 52 yuan, which is significantly lower than the control group. The frequency of herd consumption in the path optimization group is 2 times a month, while the frequency of herd consumption in the control group is 5 times a month.

Conclusions. Under different economic management paths, there are differences in consumer behavior, and optimizing economic management paths from the perspective of consumer psychology can effectively avoid excessive consumption.

Integrating digital media technology into immersive animation design on psychological anxiety

Li Wang*, Shafilla Binti Subri and Faryna Binti Mohd Khalis

Universiti Teknologi MARA, Negeri Kedah 08400, Malaysia

*Corresponding author.

Background. Psychological anxiety is a component of anxiety, as opposed to physiological anxiety. Emotional experiences and behavioral abnormalities in an anxious state can cause individuals