

**Results.** Statistical analysis shows that the hypochondriac symptoms of the experimental group patients have significantly reduced, and there is a significant difference in hypochondriac symptoms between the two groups of patients ( $P < 0.05$ ).

**Conclusions.** Overall, there is a certain correlation between identity marketing methods and consumer hypochondria. Enterprises and marketers should be more cautious in designing and implementing their identity marketing strategies to ensure that they do not cause excessive concern and anxiety among consumers.

## Integrated English and educational psychology teaching in universities on students' anxiety disorders

Qing Zang

Nanjing University of Posts and Telecommunications, Nanjing 210023, China

**Background.** Anxiety is a common phenomenon in English learning. In order to clearly demonstrate the impact of the integrated teaching of English education and educational psychology in universities on students' anxiety disorder, this study conducted a questionnaire survey and structured interviews to investigate English anxiety and compare significant differences.

**Subjects and Methods.** This study is based on the combination of English education and educational psychology. A questionnaire survey and structured interviews were conducted on 630 students from three different types of universities. The results of the "Foreign Language Anxiety Scale" and the "Foreign Language Anxiety Influencing Factors Scale" were tested and analyzed, and SPSS 23.0 statistical software was used for statistical analysis to compare the significant differences in the results.

**Results.** The results show that the average anxiety level of English learning among college students is 3.00, which belongs to moderate anxiety. In terms of English anxiety level, there are significant differences in gender and professional factors ( $P < 0.05$ ), and there is no significant difference in language proficiency ( $P > 0.05$ ).

**Conclusions.** This study constructed a "Foreign Language Anxiety Scale" and a "Foreign Language Anxiety Influencing Factors Scale" with relatively ideal reliability and effectiveness. Combining the relevant theories of educational psychology and English learning, the data was analyzed using mathematical statistics, which is more in line with the English learning anxiety situation of Chinese students. Understanding students' learning anxiety in English learning and teaching has important and practical significance.

## Brand image design on consumer bipolar disorder based on cognitive psychology

Han Zhang, Yajuan Zhu and Qiongyu Zhu\*

Pass College of Chongqing Technology and Business University, Chongqing 401520, China

\*Corresponding author.

**Background.** Brand image design starts with sensory stimulation. Consumers experience the brand image, recognize the brand, and purchase goods through their senses, which is a comprehensive experience. Eliminating psychological barriers requires starting from an emotional perspective, as brand emotionalization often occurs from the beginning of user contact, and is conveyed through the senses to establish a "sensory" level emotional experience. This study utilizes cognitive psychology to analyze consumers' bidirectional emotional barriers and establish a positive and emotional brand image.

**Subjects and Methods.** This study uses SWOT analysis and semantic difference analysis methods. In terms of graphics, colors, and fonts proposed by a certain brand, eye tracking experiments will be conducted to collect images. 10 samples that meet the standards will be selected for redesign, and 4 of them will be evaluated through a questionnaire survey. SPSS23.0 statistical software will be used for statistical analysis to compare the significant differences in the results, and select the design scheme that best meets the emotional needs of consumers with bipolar disorder.

**Results.** This brand image design based on cognitive psychology has analyzed the emotional characteristics and aesthetic experience of depressed consumers, and the sensory needs of patients with bipolar disorder are more moderate and smooth sensory elements.

**Conclusions.** This study utilizes a multi-sensory participation in brand image design and sensory interaction design mechanism, focusing on consumers themselves, allowing bipolar disorder groups to fully experience brand information and create a pleasant experience, and integrate into society.

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## Improve and innovate community mechanisms combined with western medicine to treat bipolar depression

Weida Yin

Suqian University, Suqian 223800, China

**Background.** Bipolar depression is increasingly affecting people's quality of life. There are mainly medication and psychotherapy