Abstracts S131

has improved the depression and anxiety symptoms of anxiety disorder patients and improved their quality of life.

## Improvement of the rural grassroots community work mechanism and its role in alleviating farmers' psychological anxiety

Hua Zhao

Guangxi Police College, Nanning 530028, China

**Background.** With the development of modern rural areas, farmers have developed anxiety, which is a reflection of the imperfect grassroots construction in rural areas. By establishing innovative and perfect grassroots systems, psychological anxiety relief is implemented for farmers. This study investigates the role of improving and innovating the working mechanism of rural grassroots communities in alleviating farmers' psychological anxiety.

**Subjects and Methods.** A total of 60 farmers from a certain village were selected and randomly divided into an intervention group and a control group, with 30 cases in each group. The intervention group received comprehensive psychological intervention and anxiety counseling, while the control group did not receive any treatment. The anxiety self-assessment scale scores were evaluated before and after the intervention. The results were tested using SPSS16.0 statistical software.

**Results.** Before intervention, there was no statistically significant difference (P>0.05) between the two groups of subjects in the scores of the Self Rating Anxiety Scale, indicating no statistical significance; The score of the anxiety self-assessment scale in the intervention group decreased significantly before and after intervention (P<0.05), while there was no statistical difference in the score of the anxiety self-assessment scale in the control group before and after intervention (P>0.05).

**Conclusions.** The improvement and innovation of rural grass-roots community work mechanisms have a good development for psychological intervention, which can effectively reduce farmers' anxiety levels, improve patients' quality of life, and have a good effect on farmers' enthusiasm for life and mental health. It is worth further promoting.

# Exploring the impact of enterprise management and market economy development on audience psychological anxiety

Zheng Wu

Fujian Polytechnic of Information Technology, Fuzhou 350003, China

**Background.** Under the socialist market economy system, the rapid development of enterprise management has significantly impacted the psychological health of audiences such as employees and consumers. This study analyzes the factors related to the impact of enterprise management and market economy development on audience psychological anxiety.

**Subjects and Methods.** This research systematically sampled 100 employees from a specific enterprise to administer a questionnaire measuring their anxiety levels concerning the enterprise's management landscape before and after a distinct period of market economy development. Pre- and post-evaluation encompassed self-assessment scale scores for anxiety. The acquired data were subjected to statistical analysis using SPSS 24.0 software.

**Results.** The results showed that the statistical difference was P < 0.05 and statistically significant. Before and after development, employees' anxiety scores toward enterprise management significantly increased (P < 0.05) compared to the scores on the Self-Rating Anxiety Scale before and after the intervention.

**Conclusions.** Comprehending and investigating the dual impact of the market economy on the psychological well-being of individuals holds significant theoretical and practical significance. This endeavor aids in fostering accurate perspectives on employment and consumption, nurturing robust psychological attributes among audience members, and facilitating the enduring advancement of both enterprises and the market economy.

### Improving the domestic automotive after-sales service industry on alleviating consumer anxiety

Houcheng Zhao<sup>1\*</sup>, Juan Li<sup>2</sup> and Chun Gan<sup>3</sup>

**Background.** Anxiety psychology is a component of anxiety and a common psychological phenomenon. Individuals in an anxious

<sup>&</sup>lt;sup>1</sup>Ulaanbaatar Erdem University, Ulaanbaatar 999097, Mongolia, <sup>2</sup>Geely University, Chengdu 641423, China and <sup>3</sup>Sichuan Hope Automotive Vocational College, Ziyang 641399, China

<sup>\*</sup>Corresponding author.

S132 Abstracts

state feel scared, nervous, or even frightened. Consumers are more likely to experience anxiety when facing transactions with large amounts of money. Alleviating consumer anxiety is beneficial for enhancing consumer trust in businesses, establishing a good brand image, and reflecting the professional level of employees in the automotive after-sales service industry.

**Subjects and Methods.** The research employed computer-based searches on Pub Med, EMBase, and the Chinese Biomedical Literature Database to gather strategies to mitigate consumer anxiety. Twenty individuals exhibiting anxiety as consumers were selected and subsequently randomly divided into two groups. One group received enhanced after-sales services, while the other received standard ones. Meta-analysis of various indicators was conducted utilizing RevMan 5.20 software.

**Results.** According to the results of the meta-analysis, improving after-sales service after the transaction is completed is significantly more effective in alleviating consumer anxiety than not improving after-sales service, with a statistically significant difference (RR=1 26, 95% CI=1.07-1 49, *P*=0.006), indicating that improving the level of automotive after-sales service has a specific effect on alleviating consumer anxiety.

**Conclusions.** Consumer anxiety is an essential factor affecting transaction completion. To increase market share in the automotive industry, adequate measures must be taken to improve aftersales service. Research on the impact of the domestic automotive after-sales service industry on alleviating consumer anxiety is of great significance for the development of the automotive industry.

### Evaluation of anxiety among participants in concrete structure assembly schemes based on cognitive behavior analysis

#### Maogang Zhang

Wuxi City College of Vocational Technology, Wuxi 214153, China

**Background.** Anxiety can seriously impact patients' psychological and emotional well-being, and sometimes, it can also affect their physical health. Cognitive behavioral analysis is based on cognitive psychology, emphasizing the influence of individual anxiety on emotions and behavior, and is suitable for intervention and treatment of various psychological problems. Therefore, the study uses cognitive behavioral analysis to evaluate the anxiety psychology of participants in prefabricated concrete structure assembly schemes.

**Subjects and Methods.** The study conducted an EMBase search over the past decade using keywords such as anxiety and psychotherapy to obtain data on alleviating anxiety. Thirty participants in the concrete structure assembly plan were randomly divided into two groups: one group received cognitive behavioral intervention, and the other served as the control group for four weeks. Participants were evaluated for anxiety before and after the experiment using the Self Rating Anxiety Scale (SAS) and the Self Rating Depression Scale (SDS).

**Results.** The results showed significant differences in SAS and SDS values between the participants (P<0.05). The group receiving cognitive behavioral intervention showed a significant decrease in SAS and SDS values, while the other group showed no significant changes.

**Conclusions.** Participants' anxiety is an essential factor affecting the smooth completion of assembly plans, and timely intervention and treatment are urgently needed. Cognitive behavioral analysis can effectively alleviate participants' anxiety in prefabricated concrete structure assembly schemes, which is of great significance for the smooth completion of projects.

The alleviation of entrepreneurial anxiety among college students through innovation and entrepreneurship education in universities

Lu Liu

Shaanxi Vocational Academy of Art, Xi'an 710054, China

**Background.** Anxiety is a painful emotional experience disproportionate to the situation, manifested as anxiety without a definite objective object and specific conceptual content. With the severe employment situation, more and more college students have become self-employed. Under the enormous pressure and risks of entrepreneurship, some college students have developed anxiety.

Subjects and Methods. The Cochrane Library search was conducted on past research on entrepreneurial anxiety, using keywords such as anxiety and psychotherapy. Forty college students who started their businesses were randomly divided into two groups. One group received innovation and entrepreneurship education, while the other was the control group. Before and after the innovation and entrepreneurship education, these students were tested with electromyographic indicators and a self-rating anxiety scale.

**Results.** Innovation and entrepreneurship education have a significant effect on alleviating entrepreneurial risk anxiety among college students. There is a significant difference in the post-test electromyographic indicators compared to the pre-test (t=-4.46, P<0.05), and there is a significant difference in the scores of the post-test anxiety self-assessment scale compared to the pre-test (t=-4.23, P<0.05).

**Conclusions.** The anxiety of college students is one of the critical factors affecting their entrepreneurship, and it is urgent to adopt effective methods and timely intervention and treatment in a retrograde manner. Innovation and entrepreneurship education in vocational colleges can effectively alleviate the anxiety of college students, which is of great significance for their mental health and career development.