

## Analysis of the influencing factors of increasing farmers' income, urban-rural income gap, and anxiety disorder

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**Background.** With the rapid changes in the urban and rural economic structure, the issue of increasing farmers' income and the income gap between urban and rural residents are continuously expanding. With the rapid changes in both, farmers' anxiety is becoming increasingly severe. With the advancement of rural land transfer and agricultural modernization, there have been fundamental changes in farmers' production patterns and lifestyles, which have had a profound impact on their mental health. **Subjects and Methods.** This article selects 156 farmers from a village and randomly divides them into an experimental group and a control group, each consisting of 78 farmers. The experimental group conducted psychological health recording tests under the exploration of innovative farmer income models; The control group was engaged in routine income activities without any changes. The experiment used Excel software and SPSS20.0 software to statistically analyze the results.

**Results.** The results showed that there was a significant difference in anxiety symptoms between the two groups of farmers after innovating their income ( $P < 0.05$ ). The anxiety symptoms of the experimental group of farmers have significantly improved, and the proportion of people with reduced anxiety symptoms is as high as 90%.

**Conclusions.** To sum up, the emergence of farmers' anxiety disorder is related to many factors, such as agricultural production, market contraction, and imperfect rural infrastructure. Innovating farmers' income models can effectively alleviate the anxiety symptoms of farmers.

## Improving competence in serving rural areas on college students' social phobia

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**Background.** In recent years, the volunteer program of rural service for college students has been widely promoted and implemented, aiming to encourage the younger generation to give back to society and enhance understanding between urban and rural areas. However, in addition to traditional service goals, this study explores the impact of such projects on the social phobia of

participants-college students, and how to alleviate their psychological barriers by enhancing their competence.

**Subjects and Methods.** The study selected 120 students from a university as subjects and randomly divided them into an experimental group and a control group, each with 60 students. There was no difference between the two groups of subjects. The experimental group was provided with innovative service teaching and competency development. The control group did not take such training. Finally, the SCL-90 mental health test was used to evaluate the fear symptoms of college students before and after the intervention.

**Results.** According to statistical analysis, with the improvement of competence, most participants reported that their fear symptoms had been eased. There was a significant difference in the symptoms of phobia between the two groups of students ( $P < 0.05$ ). The phobia of the experimental group was significantly reduced.

**Conclusions.** This indicates that innovative service teaching and competency development for college students with phobia can effectively alleviate their negative emotions and provide references for the medical field.

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## Identity marketing methods on consumer hypochondria

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**Background.** Social marketing can enable enterprises to gain social recognition, and enhance customer trust and loyalty, while also improving financial performance and ultimately enhancing competitiveness. In recent years, concerns have become increasingly apparent that same-sex marketing strategies may lead to consumer hypochondria. In modern consumer culture, identity marketing strategies have become a common strategy. Given this, this study aims to identify the actual impact of same-sex marketing strategies on consumer hypochondria.

**Subjects and Methods.** This study observed and selected 200 consumers with hypochondria from a certain hospital, who were randomly divided into an experimental group of 100 and a control group of 100. There was no significant difference between the two groups of patients obtained. Track and observe the behavior and purchase intention of two groups of consumers during consumption. The patients in the experimental group were accompanied by sales representatives with knowledge of same-sex marketing strategies to explain the connotation of the products during consumption; the control group did not make any changes. The experiment used SPSS24.0 to analyze the data.