

Hyperactivity Disorder rating scales (Swanson, Nolan and Pelham-IV Rating Scales (SNAP-IV) before and after the experiment. During the 4-month experiment, the control group received routine intervention. The experimental group received intelligent media education in addition to conventional intervention.

**Results.** After the experiment, compared with before the experiment, the scores of SNAP-IV factors had different degrees of change, and the mental health level of all factors tested in the experimental group had different degrees of reduction. The scores of sensitivity, specificity, hyperactivity and impulsivity were significantly different before and after the experiment ( $P < 0.01$ ).

**Conclusions.** Long-term exposure to intelligent film and television media education will aggravate ADHD symptoms, which is not conducive to the healthy development of adolescents.

## Integrated collaborative education on mental health of patients with social anxiety disorder

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**Background.** Social anxiety disorder is a common psychological disorder, and patients often feel excessive tension and unease in social situations. This mental health issue can have adverse effects on patients' lives and studies. Therefore, finding effective intervention measures to improve the mental health of patients with social anxiety disorder has important practical value.

**Subjects and Methods.** Some patients with social anxiety disorder from several universities were selected as subjects, and the subjects were divided into an experimental group and a control group. Firstly, a questionnaire survey was used to analyze the psychological characteristics and troubles of the subjects, and then the participants were interfered with by the innovative integration and collaborative education mechanism to improve the mental health of patients with social anxiety disorder through psychological counselling and training. Finally, the intervention effect was evaluated by Stanford Acute Stress Response Questionnaire (SASRQ) and 3-Minute Delirium Diagnosis Scale (3D-CAM).

**Results.** The results show that the collaborative education mechanism of creative integration has a good improvement effect on the mental health of patients with social anxiety disorder, which can enhance their confidence and help them better cope with social situations. Through psychological counselling and training, the patient's level of social anxiety has significantly decreased.

**Conclusions.** The collaborative education mechanism of creative integration can effectively improve the mental health of patients with social anxiety disorder. The combination of educational psychology theory and practice provides effective support and assistance for patients with social anxiety disorder, and also provides good reference for various universities.

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## Cross-border e-commerce model innovation on consumer psychological anxiety from the perspective of consumer psychology

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**Background.** With the rapid development of cross-border e-commerce, consumers often face psychological anxiety disorders when making international shopping. However, there are still relatively few studies on the impact of cross-border e-commerce model innovation on consumer psychological anxiety disorder.

**Subjects and Methods.** 100 cross-border e-commerce consumers were selected for the experiment, and the data were collected by questionnaire survey. The study sample included consumers from different regions and different age groups. Stanford Acute Stress Response Questionnaire (SASRQ) and 3-Minute Delirium Diagnosis Scale (3D-CAM) were used to assess the mental health status of the subjects, while SPSS23.0 was used for statistical analysis and regression analysis to analyze the impact of cross-border e-commerce model innovation on consumer psychological anxiety disorders.

**Results.** The results show that cross-border e-commerce model innovation has a significant impact on consumer psychological anxiety disorder. Innovative payment methods and logistics methods can reduce consumers' sense of unease and reduce their psychological pressure during the shopping process. At the same time, innovative shopping experiences and customer service can provide consumers with a better experience and ease their psychological anxiety.

**Conclusions.** The innovation of a cross-border e-commerce model can effectively reduce the psychological anxiety disorder of consumers. In order to improve the shopping experience and satisfaction of consumers, cross-border e-commerce enterprises should focus on innovating payment methods, logistics methods, shopping experience and customer service. Personal characteristics also need to be considered in the model innovation of cross-border e-commerce to meet the needs of different consumer groups.